

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 1

Q1 How often do you use products or services from each of the following types of technology companies?

Summary Of Ever Use

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Search engine (e.g., Google, Bing, DuckDuckGo)	1867 90%	920 93% C	947 88%	563 93% H	319 93% H	308 90% h	306 91% H	371 85%	279 93% M	164 96% MO	162 96% MP	147 95% Mq	168 86%	284 92% PR	155 89%	146 84%	159 88%	203 84%	325 89%	716 91%	387 89%	441 92%
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	1762 85%	856 86%	906 84%	548 90% FGH	310 90% fgH	287 84% h	279 83% h	338 77%	278 92% KLM	157 92% kLM	141 84%	126 82%	153 78%	270 88% R	152 87% R	145 84%	153 85% r	185 77%	322 88% U	673 85% U	346 79% U	421 88% U
Social media (e.g., Facebook, Instagram, Twitter)	1752 85%	815 82% C	937 87% B	576 95% FGH	321 93% FGH	298 87% gH	268 80% H	288 66%	282 93% kLM	158 93% LM	145 86% LM	113 74% M	117 59%	294 96% PQR	163 93% qR	153 88% R	155 86% RL	172 71% M	308 85% u	686 87% U	343 79% U	415 87% U
Video streaming service (e.g., Netflix, Disney+, Hulu)	1572 76%	786 79% C	786 73%	558 92% FGH	308 89% FGH	273 80% GH	228 68% H	205 47%	277 92% LM	152 89% LM	146 87% LMP	104 68% M	107 54% R	282 92% PQR	156 89% PQR	127 73% R	124 68% R	98 40%	270 74% U	624 79% U	290 66% U	388 81% sU
Fintech service (e.g., PayPal, Venmo, Cash App)	1490 72%	749 76% C	741 69%	538 88% FGH	309 90% FGH	238 70% H	223 67% H	182 42%	268 89% KLM	161 94% KLMO	126 75% M	106 69% M	89 45%	270 88% PQR	148 85% PQR	112 65% R	118 65% R	93 38%	246 68% SU	594 75% SU	278 64% SU	372 78% SU
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	1331 64%	671 68% C	660 61%	544 89% eFGH	289 84% FGH	218 64% GH	158 47% H	122 28%	265 88% KLM	150 88% KLMO	119 71% LMP	74 48% M	62 32%	279 91% OPQR	139 80% PQR	99 57% qR	83 46% R	60 25%	228 63% u	541 68% U	241 55% U	322 67% U
Food delivery service (e.g., Seamless, DoorDash, Postmates)	1087 53%	585 59% C	502 47%	483 79% EFGH	243 71% FGH	181 53% GH	106 32% H	73 17%	252 83% KLMn	139 82% KLMO	98 58% LM	55 36% M	41 21% r	231 75% OPQR	104 60% pQR	83 48% QR	51 28% R	32 13%	192 53% u	419 53% U	194 45% U	282 59% U
Transportation (e.g., Uber, Lyft, Via)	924 45%	524 53% C	399 37%	423 69% FGH	219 64% FGH	140 41% GH	90 27% H	52 12%	228 76% KLMN	131 77% KLMO	93 55% LMP	49 32% M	23 12%	195 63% OPQR	88 50% PQR	47 27% R	41 23% R	28 12%	179 49% U	346 44% U	147 34% U	251 52% TU

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

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 Table 2

Q1 How often do you use products or services from each of the following types of technology companies?

Summary Of Ever Use

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Search engine (e.g., Google, Bing, DuckDuckGo)	1867 90%	546 86%	318 94% B	246 94% B	674 94% B	579 83%	612 91% F	677 97% FG	1026 93% J	842 87%	736 92% I	1131 89%	639 94% N	1229 88%	1316 92% p	481 88%	910 92% R	958 88%	282 89% u	206 87%	1146 91% t
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	1762 85%	492 78%	285 84% B	240 92% BC	670 94% BC	527 76%	580 86% F	655 93% FG	1012 92% J	750 78%	742 93% L	1019 80%	636 94% N	1126 81%	1263 88% P	431 79%	887 90% R	874 81%	282 89% u	198 83%	1050 84%
Social media (e.g., Facebook, Instagram, Twitter)	1752 85%	518 82%	295 87% b	230 88% b	626 87% B	572 82%	581 86%	600 86%	1003 91% J	750 78%	762 95% L	990 78%	655 97% N	1097 79%	1223 85%	453 83%	829 84%	924 85%	292 92% tU	201 85%	1027 82%
Video streaming service (e.g., Netflix, Disney+, Hulu)	1572 76%	423 67%	254 75% B	221 84% BC	620 87% BC	494 71%	495 73%	582 83% FG	956 87% J	616 64%	743 93% L	829 65%	639 94% N	933 67%	1103 77%	410 75%	775 79% R	797 73%	291 92% TU	187 79% u	895 71%
Fintech service (e.g., PayPal, Venmo, Cash App)	1490 72%	406 64%	234 69% Bc	203 77% Bc	597 83% BC	467 67%	478 71%	544 78% FG	917 83% J	572 59%	705 88% L	785 62%	602 89% N	887 64%	1028 72%	402 74%	714 73%	775 71%	270 85% U	191 81% U	829 66%
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	1331 64%	365 58%	212 63% Bc	191 73% BC	512 72% BC	416 60%	428 64%	487 69% Fg	855 78% J	476 49%	676 84% L	655 52%	582 86% N	749 54%	912 64%	360 66%	618 63%	713 66%	260 82% TU	167 70% U	721 58%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	1087 53%	276 44%	169 50% B	145 55% B	463 65% BCD	342 49%	310 46%	435 62% FG	754 68% J	333 34%	595 74% L	492 39%	516 76% N	571 41%	720 50%	315 58% O	484 49%	603 56% Q	223 71% U	151 63% U	548 44%
Transportation (e.g., Uber, Lyft, Via)	924 45%	232 37%	132 39% B	118 45% b	416 58% BCD	283 41%	263 39%	378 54% FG	650 59% J	274 28%	512 64% L	412 32%	437 65% N	487 35%	616 43%	264 49% o	414 42%	509 47% q	198 63% TU	118 50% U	467 37%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

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 Table 3

Q1 How often do you use products or services from each of the following types of technology companies?

Summary Of Use At Least Once A Week

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Search engine (e.g., Google, Bing, DuckDuckGo)	1687 82%	827 83% c	860 80%	482 79%	301 87% DH	284 83%	280 83%	340 78%	236 78%	154 90% IM	147 87% i	133 87%	158 80%	246 80%	147 84% r	137 79%	147 81%	182 75%	291 80%	649 82%	351 80%	396 83%
Social media (e.g., Facebook, Instagram, Twitter)	1534 74%	717 72%	818 76%	509 84% FGH	292 85% FGH	258 75% gH	223 67% H	252 58%	245 81% LM	142 83% LM	129 77% M	101 66% M	100 51%	264 86% PQR	151 87% PQR	128 74% r	122 67%	152 63% M	264 73%	588 74%	317 73%	366 76%
Video streaming service (e.g., Netflix, Disney+, Hulu)	1325 64%	649 66%	676 63%	476 78% FGH	282 82% FGH	222 65% GH	184 55% H	160 37%	221 73% LM	139 82% LM	120 72% LMP	85 55% m	83 42% r	255 42% PQRI	143 82% PQR	102 59% R	99 55% R	77 32%	219 60%	536 68% SU	246 56%	324 68% sU
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	1044 50%	561 57% C	483 45%	446 73% FGH	251 73% FGH	161 47% GH	119 36% H	67 15%	221 73% KLM	136 80% KLMO	95 57% IMP	64 41% M	45 23% R	225 73% PQR	115 66% PQR	66 38% R	56 31% R	22 9%	182 50%	414 52% U	193 44%	255 53% U
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	915 44%	479 48% C	436 40%	345 57% FGH	204 59% FGH	146 43% H	122 36% H	98 22%	178 59% KLM	118 69% iKLMO	78 46% M	59 38% M	47 24%	168 55% PQR	85 49% QR	68 39% R	63 35% R	51 21%	178 49% u	344 43%	182 42%	211 44%
Fintech service (e.g., PayPal, Venmo, Cash App)	831 40%	456 46% C	375 35%	380 62% FGH	218 63% FGH	118 34% GH	71 21% H	44 10%	202 67% KLMn	125 74% KLMO	72 43% LMP	35 22% M	22 11%	178 58% PQR	93 53% PQR	46 26% R	36 20% R	22 9%	148 41% U	340 43% U	142 33%	201 42% U
Food delivery service (e.g., Seamless, DoorDash, Postmates)	604 29%	372 38% C	232 21%	297 49% FGH	163 47% FGH	88 26% GH	46 14% H	9 2%	171 57% KLMN	110 65% KLMO	60 36% LMP	25 16% M	6 3%	126 41% oPQR	53 30% PQR	28 16% R	21 12% R	3 1%	119 33% U	223 28%	101 23%	161 34% U
Transportation (e.g., Uber, Lyft, Via)	434 21%	288 29% C	145 13%	221 36% FGH	120 35% FGH	64 19% GH	21 6% H	9 2%	132 44% KLMN	84 49% KLMO	53 31% LMP	14 9% M	5 3%	88 29% PQR	36 21% PQR	11 6% R	7 4%	3 1%	92 25% U	159 20% U	60 14%	123 26% tU

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

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 Table 4

Q1 How often do you use products or services from each of the following types of technology companies?

Summary Of Use At Least Once A Week

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Search engine (e.g., Google, Bing, DuckDuckGo)	1687 82%	487 77%	282 84% B	223 85% B	617 86% B	499 72%	560 83% F	628 90% FG	931 84% J	756 78%	650 81%	1036 82%	563 83% N	1124 81%	1194 83% p	429 79%	844 86% R	843 78%	247 78%	185 78%	1051 84% t
Social media (e.g., Facebook, Instagram, Twitter)	1534 74%	464 73%	252 75%	189 72%	565 79% bd	507 73%	489 73%	539 77%	880 80% J	654 68%	677 85% L	858 68%	578 85% N	956 69%	1063 74%	411 76%	731 74%	803 74%	247 78%	166 70%	925 74%
Video streaming service (e.g., Netflix, Disney+, Hulu)	1325 64%	353 56%	216 64% B	193 74% BC	520 73% BC	423 61%	422 63%	480 68% Fg	800 73% J	525 54%	646 81% L	679 54%	566 84% N	759 55%	916 64%	361 66%	672 68% R	653 60%	254 80% TU	152 64%	764 61%
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	1044 50%	273 43%	169 50% b	143 54% B	425 59% BC	314 45%	335 50%	396 56% FG	707 64% J	338 35%	569 71% L	475 37%	491 73% N	554 40%	706 49%	289 53%	484 49%	561 52%	202 64% U	132 56% U	556 44%
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	915 44%	213 34%	122 36%	120 46% Bc	437 61% BCD	247 36%	281 42% f	387 55% FG	618 56% J	297 31%	480 60% L	435 34%	412 61% N	503 36%	680 47% P	200 37%	488 50% R	428 39%	160 50%	96 40%	548 44%
Fintech service (e.g., PayPal, Venmo, Cash App)	831 40%	216 34%	113 34%	115 44% BC	364 51% BC	262 38%	258 38%	312 44% Fg	560 51% J	271 28%	495 62% L	336 26%	426 63% N	405 29%	572 40%	216 40%	373 38%	459 42%	174 55% U	116 49% U	418 33%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	604 29%	139 22%	74 22%	78 30% Bc	299 42% BCD	186 27%	148 22%	270 38% FG	475 43% J	129 13%	386 48% L	218 17%	346 51% N	258 19%	433 30%	139 26%	281 29%	322 30%	135 43% U	92 39% U	287 23%
Transportation (e.g., Uber, Lyft, Via)	434 21%	106 17%	47 14%	59 23% C	219 31% BCd	150 22% G	86 13%	197 28% FG	333 30% J	100 10%	297 37% L	137 11%	261 39% N	173 12%	317 22% p	94 17%	200 20%	234 22%	106 33% U	63 27% U	193 15%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - MN - O/P - Q/R - S/T/U
 Overlap formulae used.

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 Table 5

Q1 How often do you use products or services from each of the following types of technology companies?

Summary Of Use At Least Once A Day

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Search engine (e.g., Google, Bing, DuckDuckGo)	1279 62%	643 65% C	636 59%	346 57%	243 70% DGH	247 72% DGH	202 60%	241 55%	176 58%	126 74% IIM	127 76% IIM	95 62%	118 60% r	170 55%	117 67% nR	119 69% NR	107 59%	123 51%	213 58%	496 63%	263 60%	307 64%
Social media (e.g., Facebook, Instagram, Twitter)	1208 58%	565 57%	643 60%	382 63% GH	238 69% GH	214 63% gH	178 53% h	195 45%	187 62% M	113 66% LM	105 62% M	79 52%	81 41%	195 64% R	125 71% QR	109 63% R	99 55%	115 47%	214 59%	453 57%	241 55%	300 63% u
Video streaming service (e.g., Netflix, Disney+, Hulu)	805 39%	389 39%	415 38%	311 51% fGH	189 55% FGH	148 43% GH	91 27% H	65 15%	136 45% LM	102 60% IkLM	80 48% LM	41 27% M	30 15% PQRI	176 57% QR	87 50% QR	68 39% qR	50 28% R	35 14%	125 34%	327 41% s	155 36%	197 41%
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	600 29%	325 33% C	275 25%	266 44% FGH	157 46% FGH	109 32% GH	46 14% H	22 5%	133 44% LM	85 50% kLM	64 38% LMp	30 20% MQ	14 7% PQR	133 43% PQR	72 41% QR	45 26% QR	16 9% r	9 4%	116 32% U	229 29%	104 24%	151 32% u
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	333 16%	186 19% C	147 14%	137 23% GH	90 26% FGH	62 18% GH	31 9% H	13 3%	71 24% LM	49 29% LM	45 27% LMP	11 7%	10 5% r	66 22% PQR	42 24% PQR	17 10% R	20 11% R	3 1%	56 15%	130 16%	58 13%	89 19%
Fintech service (e.g., PayPal, Venmo, Cash App)	306 15%	180 18% C	127 12%	148 24% FGH	97 28% FGH	49 14% GH	10 3% h	3 1%	79 26% LM	53 31% LM	40 23% LMP	6 4%	3 1% PQR	69 22% PQR	44 25% PQR	10 6% R	4 2%	*	54 15%	121 15%	58 13%	73 15%
Transportation (e.g., Uber, Lyft, Via)	199 10%	133 13% C	67 6%	116 19% eFGH	47 14% FGH	24 7% gH	10 3% H	3 1%	70 23% KLMN	31 18% LMO	20 12% MP	8 6% mq	3 1% PQR	46 15% PQR	16 9% PQR	3 2% r	2 1%	-	47 13% TU	57 7%	23 5%	73 15% TU
Food delivery service (e.g., Seamless, DoorDash, Postmates)	193 9%	109 11% c	85 8%	104 17% FGH	58 17% FGH	26 8% GH	5 1%	1 *	54 18% kLM	36 21% KLMo	16 9% LM	1 1%	1 1% PQR	49 16% PQR	21 12% pQR	10 6% R	4 2% r	-	39 11% U	72 9% u	24 5%	59 12% U

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

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 Table 6

Q1 How often do you use products or services from each of the following types of technology companies?

Summary Of Use At Least Once A Day

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Search engine (e.g., Google, Bing, DuckDuckGo)	1279 62%	351 56%	204 61%	169 64% B	501 70% BC	369 53%	413 61% F	497 71% FG	730 66% J	549 57%	499 62%	779 61%	433 64%	846 61%	899 63%	329 60%	656 67% R	623 57%	191 60%	144 61%	809 65%
Social media (e.g., Facebook, Instagram, Twitter)	1208 58%	364 58%	203 60%	148 57%	443 62%	385 56%	387 57%	436 62% F	712 65% J	496 51%	530 66% L	678 53%	465 69% N	743 53%	828 58%	337 62%	614 62% R	594 55%	189 60%	123 52%	751 60% t
Video streaming service (e.g., Netflix, Disney+, Hulu)	805 39%	218 34%	140 41% b	119 45% B	305 43% B	267 38%	255 38%	283 40%	505 46% J	300 31%	425 53% L	379 30%	389 58% N	415 30%	530 37%	242 45% O	405 41%	400 37%	160 50% U	97 41%	460 37%
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	600 29%	148 23%	102 30% B	73 28%	263 37% Bd	173 25%	177 26%	250 36% FG	442 40% J	158 16%	340 43% L	260 20%	320 47% N	280 20%	412 29%	168 31%	287 29%	312 29%	126 40% U	96 40% U	316 25%
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	333 16%	72 11%	37 11%	41 16%	178 25% BCD	89 13%	88 13%	156 22% FG	247 22% J	87 9%	195 24% L	139 11%	179 27% N	154 11%	255 18% P	68 13%	185 19% R	148 14%	61 19%	46 20%	183 15%
Fintech service (e.g., PayPal, Venmo, Cash App)	306 15%	90 14% c	32 9%	35 13%	146 20% BCd	107 15% G	67 10%	132 19% G	225 20% J	81 8%	206 26% L	101 8%	195 29% N	111 8%	193 13%	92 17%	141 14%	165 15%	53 17% u	59 25% U	139 11%
Transportation (e.g., Uber, Lyft, Via)	199 10%	46 7%	17 5%	24 9%	110 15% BCd	81 12% G	39 6%	80 11% G	155 14% J	44 5%	145 18% L	55 4%	122 18% N	77 6%	157 11% P	31 6%	78 8%	121 11% Q	44 14% U	32 13% U	83 7%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	193 9%	41 7%	17 5%	29 11% bC	103 14% BC	61 9%	39 6%	93 13% FG	157 14% J	37 4%	132 17% L	61 5%	117 17% N	77 5%	149 10% P	31 6%	85 9%	108 10%	43 13% U	38 16% U	72 6%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 7

Q1_1 How often do you use products or services from each of the following types of technology companies?

Search engine (e.g., Google, Bing, DuckDuckGo)

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Ever (Net)	1867 90%	920 93% C	947 88%	563 93% H	319 93% H	308 90% h	306 91% H	371 85%	279 93% M	164 96% MO	162 96% MP	147 95% Mq	168 86%	284 92% PR	155 89%	146 84%	159 88%	203 84%	325 89%	716 91%	387 89%	441 92%
At Least Once A Week (Sub-Net)	1687 82%	827 83% c	860 80%	482 79%	301 87% DH	284 83%	280 83%	340 78%	236 78%	154 90% IM	147 87% i	133 87%	158 80%	246 80%	147 84% r	137 79%	147 81%	182 75%	291 80%	649 82%	351 80%	396 83%
At Least Once A Day (Sub-Sub-Net)	1279 62%	643 65% C	636 59%	346 57%	243 70% DGH	247 72% DGH	202 60%	241 55%	176 58%	126 74% IIM	127 76% IIM	95 62%	118 60% r	170 55%	117 67% nR	119 69% NR	107 59%	123 51%	213 58%	496 63%	263 60%	307 64%
Several times a day	1035 50%	525 53% C	509 47%	264 43%	205 59% DgH	207 60% DGH	168 50%	192 44%	135 45%	104 61% Im	106 63% IM	85 55%	96 49%	129 42%	101 58% NqR	101 58% NqR	83 46%	96 40%	164 45%	424 54% SU	202 46%	245 51%
Once a day	244 12%	117 12%	126 12%	82 14%	38 11%	40 12%	34 10%	49 11%	41 13%	23 13%	21 13%	10 7%	22 11%	42 14%	16 9%	19 11%	24 13%	26 11%	48 13% t	72 9%	61 14% T	63 13%
Several times a week	269 13%	121 12%	148 14%	76 12%	28 8%	34 10%	51 15% E	80 18% DEF	33 11%	14 8%	19 11%	23 15%	32 17% J	43 14%	14 8%	15 9%	28 15% o	48 20% OP	47 13%	102 13%	57 13%	63 13%
Once a week	139 7%	63 6%	76 7%	60 10% FH	30 9% FH	3 1%	26 8% F	19 4% F	27 9% Km	14 8% K	*	14 9% Km	7 4% k	33 11% PR	16 9% P	3 2%	12 7% p	12 5%	31 9%	51 6%	31 7%	26 6%
Several times a month	116 6%	63 6%	53 5%	59 10% EFgH	16 5%	13 4%	17 5%	12 3%	33 11% jM	9 5%	10 6%	8 5%	3 2%	25 8% Pr	7 4%	3 2%	9 5%	8 3%	18 5%	46 6%	22 5%	31 6%
Once a month or less often	64 3%	30 3%	34 3%	23 4% E	3 1%	11 3% e	9 3%	19 4% E	11 3%	2 1%	5 3%	6 4%	7 3%	12 4% o	1 1%	6 3%	3 2%	12 5% O	16 4%	21 3%	14 3%	13 3%
I do not use products or services from this type of technology company	202 10%	70 7%	131 12% B	46 7%	25 7%	34 10%	29 9%	68 15% DEtG	22 7%	6 4%	7 4%	7 5%	28 14% IJKL	23 8%	19 11% J	27 16% NK	22 12% I	39 16% N	39 11%	75 9%	50 11%	38 8%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 8

Q1_1 How often do you use products or services from each of the following types of technology companies?

Search engine (e.g., Google, Bing, DuckDuckGo)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Ever (Net)	1867 90%	546 86%	318 94% B	246 94% B	674 94% B	579 83%	612 91% F	677 97% FG	1026 93% J	842 87%	736 92% I	1131 89%	639 94% N	1229 88%	1316 92% p	481 88%	910 92% R	958 88%	282 89%	206 87%	1146 91% t
At Least Once A Week (Sub-Net)	1687 82%	487 77%	282 84% B	223 85% B	617 86% B	499 72%	560 83% F	628 90% FG	931 84% J	756 78%	650 81%	1036 82%	563 83%	1124 81%	1194 83% p	429 79%	844 86% R	843 78%	247 78%	185 78%	1051 84% t
At Least Once A Day (Sub-Sub-Net)	1279 62%	351 56%	204 61%	169 64% B	501 70% BC	369 53%	413 61% F	497 71% FG	730 66% J	549 57%	499 62%	779 61%	433 64%	846 61%	899 63%	329 60%	656 67% R	623 57%	191 60%	144 61%	809 65%
Several times a day	1035 50%	283 45%	168 50%	137 52% b	408 57% Bc	290 42%	348 52% F	396 57% F	593 54% J	442 46%	392 49%	642 51%	339 50%	696 50%	715 50%	278 51%	526 53% R	509 47%	164 52%	114 48%	650 52%
Once a day	244 12%	68 11%	36 11%	32 12%	93 13%	79 11%	64 10%	100 14% G	136 12%	107 11%	107 13%	137 11%	94 14%	150 11%	185 13% p	51 9%	130 13%	114 11%	27 8%	29 12%	159 13%
Several times a week	269 13%	94 15% E	55 16% E	30 12%	70 10%	77 11%	112 17% FH	80 11%	119 11%	150 16% I	93 12%	176 14%	75 11%	194 14%	191 13%	69 13%	132 13%	138 13%	36 11%	30 13%	165 13%
Once a week	139 7%	42 7%	23 7%	24 9%	46 6%	53 8%	35 5%	51 7%	83 7%	57 6%	58 7%	81 6%	55 8%	85 6%	104 7%	31 6%	57 6%	82 8%	21 7%	11 5%	77 6%
Several times a month	116 6%	36 6%	27 8%	13 5%	37 5%	53 8% H	34 5%	30 4%	63 6%	54 6%	57 7%	60 5%	52 8% N	65 5%	75 5%	35 6%	36 4%	80 7% Q	26 8% u	12 5%	56 5%
Once a month or less often	64 3%	24 4%	9 3%	10 4%	20 3%	28 4%	18 3%	19 3%	32 3%	32 3%	29 4%	35 3%	24 4%	40 3%	46 3%	17 3%	29 3%	35 3%	9 3%	9 4%	38 3%
I do not use products or services from this type of technology company	202 10%	85 14% CDE	19 6%	16 6%	42 6%	115 17% GH	62 9% H	24 3%	77 7%	125 13% I	63 8%	138 11% k	38 6%	163 12% M	116 8%	63 12% o	75 8%	127 12% Q	34 11%	31 13% u	107 9%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 9

Q1_2 How often do you use products or services from each of the following types of technology companies?

Social media (e.g., Facebook, Instagram, Twitter)

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Ever (Net)	1752 85%	815 82%	937 87% B	576 95% FGH	321 93% FGH	298 87% gH	268 80% H	288 66%	282 93% kLM	158 93% LM	145 86% LM	113 74% M	117 59%	294 96% PQR	163 93% qR	153 88% R	155 86% RL	172 71% M	308 85% u	686 87% U	343 79% U	415 87% U
At Least Once A Week (Sub-Net)	1534 74%	717 72%	818 76%	509 84% FGH	292 85% FGH	258 75% gH	223 67% H	252 58%	245 81% LM	142 83% LM	129 77% M	101 66% M	100 51%	264 86% PQR	151 87% r	128 74% r	122 67%	152 63% M	264 73%	588 74%	317 73%	366 76%
At Least Once A Day (Sub-Sub-Net)	1208 58%	565 57%	643 60%	382 63% GH	238 69% GH	214 63% gH	178 53% h	195 45%	187 62% M	113 66% LM	105 62% M	79 52%	81 41%	195 64% R	125 71% QR	109 63% R	99 55%	115 47%	214 59%	453 57%	241 55%	300 63% u
Several times a day	904 44%	423 43%	481 45%	303 50% GH	175 51% GH	166 48% gH	130 39% H	131 30%	141 47% M	82 48% M	80 47% M	58 37%	63 32%	161 53% QR	93 54% QR	86 50% R	72 40% R	68 28%	156 43%	332 42%	185 42%	231 48%
Once a day	304 15%	142 14%	162 15%	79 13% d	63 18% d	49 14%	49 15%	64 15%	46 15%	31 18% M	25 15%	22 14%	18 9%	34 11%	31 18% n	23 13%	27 15%	46 19% NM	59 16%	121 15%	55 13%	69 14%
Several times a week	217 10%	91 9%	126 12%	81 13% Fg	35 10%	26 8%	28 8%	46 10%	32 11%	19 11%	13 8%	10 6%	16 8%	49 16% p	16 9%	14 8%	18 10%	29 12%	32 9%	87 11%	48 11%	49 10%
Once a week	109 5%	61 6%	48 4%	45 7% H	19 6% h	17 5%	16 5%	11 3%	25 8% M	9 5% m	12 7% M	12 8% Mq	3 1%	20 7%	10 6%	5 3%	4 2%	8 3%	17 5%	47 6%	28 6%	16 3%
Several times a month	89 4%	36 4%	52 5%	31 5% h	16 5%	14 4%	18 5% h	10 2%	15 5%	8 5%	3 2%	2 1%	8 4% r	15 5% R	8 4% r	11 6% R	16 9% RL	2 1%	14 4%	46 6% U	8 2%	21 4% u
Once a month or less often	129 6%	62 6%	67 6%	37 6%	12 4%	27 8% e	27 8% e	26 6%	22 7%	8 5%	13 8%	10 6%	9 5%	14 5% o	4 2%	14 8% o	17 10% nO	17 7% o	30 8% U	53 7%	18 4%	28 6%
I do not use products or services from this type of technology company	317 15%	175 18% C	141 13%	33 5%	24 7%	43 13% DE	67 20% DEf	150 34% DEFG	20 7%	12 7%	23 14% i	41 26% IJKQ	80 41% JKLR	13 4%	11 7%	20 12% N	26 14% No	70 29% NOPQ	55 15%	104 13%	93 21% sTV	64 13%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 10

Q1_2 How often do you use products or services from each of the following types of technology companies?
 Social media (e.g., Facebook, Instagram, Twitter)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Ever (Net)	1752 85%	518 82%	295 87%	230 88%	626 87%	572 82%	581 86%	600 86%	1003 91%	750 78%	762 95%	990 78%	655 97%	1097 79%	1223 85%	453 83%	829 84%	924 85%	292 92%	201 85%	1027 82%
At Least Once A Week (Sub-Net)	1534 74%	464 73%	252 75%	189 72%	565 79%	507 73%	489 73%	539 77%	880 80%	654 68%	677 85%	858 68%	578 85%	956 69%	1063 74%	411 76%	731 74%	803 74%	247 78%	166 70%	925 74%
At Least Once A Day (Sub-Sub-Net)	1208 58%	364 58%	203 60%	148 57%	443 62%	385 56%	387 57%	436 62%	712 65%	496 51%	530 66%	678 53%	465 69%	743 53%	828 58%	337 62%	614 62%	594 55%	189 60%	123 52%	751 60%
Several times a day	904 44%	272 43%	147 44%	113 43%	338 47%	285 41%	292 43%	328 47%	547 50%	357 37%	408 51%	497 39%	351 52%	553 40%	609 43%	258 48%	462 47%	443 41%	137 43%	99 42%	547 44%
Once a day	304 15%	92 15%	57 17%	36 14%	105 15%	101 15%	95 14%	109 15%	165 15%	139 14%	122 15%	182 14%	114 17%	190 14%	219 15%	78 14%	153 16%	152 14%	52 16%	24 10%	204 16%
Several times a week	217 10%	64 10%	28 8%	26 10%	85 12%	75 11%	73 11%	68 10%	97 9%	120 12%	89 11%	127 10%	64 9%	153 11%	156 11%	50 9%	79 8%	138 13%	35 11%	23 10%	124 10%
Once a week	109 5%	37 6%	20 6%	14 5%	37 5%	46 7%	29 4%	34 5%	71 6%	38 4%	57 7%	52 4%	49 7%	60 4%	78 5%	24 4%	38 4%	71 7%	23 7%	20 8%	51 4%
Several times a month	89 4%	21 3%	20 6%	19 7%	24 3%	25 4%	42 6%	22 3%	52 5%	37 4%	43 5%	46 4%	39 6%	50 4%	67 5%	11 2%	36 4%	53 5%	22 7%	12 5%	37 3%
Once a month or less often	129 6%	34 5%	23 7%	22 8%	37 5%	41 6%	50 7%	39 6%	70 6%	59 6%	43 5%	86 7%	38 6%	91 7%	93 6%	31 6%	61 6%	68 6%	24 7%	24 10%	65 5%
I do not use products or services from this type of technology company	317 15%	113 18%	43 13%	32 12%	90 13%	122 18%	93 14%	102 14%	100 9%	217 22%	37 5%	279 22%	21 3%	296 21%	209 15%	91 17%	156 16%	161 15%	24 8%	36 15%	226 18%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 11

Q1_3 How often do you use products or services from each of the following types of technology companies?

Video streaming service (e.g., Netflix, Disney+, Hulu)

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Ever (Net)	1572 76%	786 79% C	786 73%	558 92% FGH	308 89% FGH	273 80% GH	228 68% H	205 47%	277 92% LM	152 89% LM	146 87% LMP	104 68% M	107 54% R	282 92% PQR	156 89% PQR	127 73% R	124 68% R	98 40%	270 74% U	624 79% U	290 66%	388 81% sU
At Least Once A Week (Sub-Net)	1325 64%	649 66%	676 63%	476 78% FGH	282 82% FGH	222 65% GH	184 55% H	160 37%	221 73% LM	139 82% LM	120 72% LMP	85 55% m	83 42% r	255 83% PQRI	143 82% R	102 59% R	99 55% R	77 32%	219 60%	536 68% SU	246 56%	324 68% sU
At Least Once A Day (Sub-Sub-Net)	805 39%	389 39%	415 38%	311 51% fGH	189 55% FGH	148 43% GH	91 27% H	65 15%	136 45% LM	102 60% LM	80 48% LM	41 27% M	30 15% PQRI	176 57% QR	87 50% QR	68 39% qR	50 28% R	35 14%	125 34%	327 41% s	155 36%	197 41%
Several times a day	519 25%	229 23%	290 27%	218 36% GH	123 36% GH	101 30% GH	41 12%	35 8%	85 28% LM	61 36% LM	52 31% LM	14 9%	16 8%	133 43% PQRI	62 36% QR	49 28% QR	27 15% r	18 8%	73 20%	216 27% S	107 25%	123 26%
Once a day	286 14%	161 16% C	125 12%	93 15% H	66 19% H	47 14% H	50 15% H	30 7%	50 17% M	41 24% Mo	28 17% M	27 18% M	14 7%	42 14% R	24 14% r	18 11% r	23 13% r	17 7%	53 14%	111 14%	48 11%	74 15%
Several times a week	369 18%	174 18%	194 18%	103 17% gH	63 18% h	53 15% h	74 22% f	75 17%	43 14% KLMN	23 14% N	30 18% N	36 23% ij	43 22% ijR	61 20% pRj	40 23% r	23 13% r	39 21% r	32 13%	71 20%	152 19%	70 16%	75 16%
Once a week	152 7%	85 9%	67 6%	62 10% gH	30 9% h	21 6% h	19 6%	20 5%	43 14% KLMN	13 8%	10 6%	8 5%	10 5%	19 6% J	16 9% J	11 7% J	10 6% J	10 4%	23 6%	56 7%	21 5%	52 11% stU
Several times a month	153 7%	87 9% c	66 6%	48 8% E	22 6% E	30 9% E	31 9% h	22 5%	48 11% N	12 7%	14 9%	15 10%	13 7%	15 5% J	10 6% J	15 9% r	16 9% r	9 4%	33 9%	57 7%	25 6%	38 8%
Once a month or less often	94 5%	49 5%	44 4%	34 6% E	4 1% E	21 6% E	13 4% e	22 5% E	22 7% J	1 J	12 7% J	4 3% J	11 5% J	11 4% J	3 2% J	9 5% J	8 5% J	12 5% J	17 5% J	31 4% J	19 4% J	26 6% J
I do not use products or services from this type of technology company	497 24%	205 21% B	292 27% B	50 8% B	37 11% B	69 20% DE	107 32% DEF	234 53% DEFG	25 8% J	19 11% J	22 13% JK	49 32% IJK	90 46% IJKL	25 8% JKL	18 11% NOK	47 27% NOK	57 32% NO	144 60% NOPQM	93 26% v	167 21% STV	147 34% STV	90 19% STV
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 12

Q1_3 How often do you use products or services from each of the following types of technology companies?

Video streaming service (e.g., Netflix, Disney+, Hulu)

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Ever (Net)	1572 76%	423 67%	254 75% B	221 84% BC	620 87% BC	494 71%	495 73%	582 83% FG	956 87% J	616 64%	743 93% L	829 65%	639 94% N	933 67%	1103 77%	410 75%	775 79% R	797 73%	291 92% TU	187 79% u	895 71%
At Least Once A Week (Sub-Net)	1325 64%	353 56%	216 64% B	193 74% BC	520 73% BC	423 61%	422 63%	480 68% FG	800 73% J	525 54%	646 81% L	679 54%	566 84% N	759 55%	916 64%	361 66%	672 68% R	653 60%	254 80% TU	152 64%	764 61%
At Least Once A Day (Sub-Sub-Net)	805 39%	218 34%	140 41% b	119 45% B	305 43% B	267 38%	255 38%	283 40%	505 46% J	300 31%	425 53% L	379 30%	389 58% N	415 30%	530 37%	242 45% O	405 41%	400 37%	160 50% U	97 41%	460 37%
Several times a day	519 25%	154 24%	89 26%	58 22%	203 28%	174 25%	163 24%	182 26%	331 30% J	188 19%	271 34% L	248 20%	255 38% N	264 19%	325 23%	176 32% O	248 25%	271 25%	97 31% u	75 32% u	299 24%
Once a day	286 14%	63 10%	51 15% B	61 23% BCE	102 14% b	93 13%	92 14%	101 14%	174 16% J	111 12%	154 19% L	132 10%	135 20% N	151 11%	205 14%	67 12%	157 16% R	129 12%	62 20% TU	21 9%	161 13%
Several times a week	369 18%	96 15%	51 15%	46 18%	159 22% BC	100 14%	124 18%	144 21% F	206 19%	163 17%	149 19%	220 17%	122 18%	246 18%	274 19%	85 16%	204 21% R	165 15%	60 19%	37 16%	223 18%
Once a week	152 7%	39 6%	26 8%	28 11% b	56 8%	56 8%	43 6%	53 8%	90 8%	62 6%	72 9% I	80 6%	54 8%	97 7%	112 8%	35 6%	63 6%	88 8%	35 11% u	18 8%	81 6%
Several times a month	153 7%	32 5%	26 8%	17 7%	71 10% B	44 6%	47 7%	62 9%	100 9%	53 5%	63 8%	90 7%	51 8%	103 7%	119 8% p	30 5%	70 7%	83 8%	26 8%	23 10% u	73 6%
Once a month or less often	94 5%	38 6%	12 3%	11 4%	29 4%	27 4%	27 4%	40 6%	55 5%	38 4%	33 4%	60 5%	22 3%	71 5%	69 5%	19 4%	33 3%	61 6% q	10 3%	12 5%	58 5%
I do not use products or services from this type of technology company	497 24%	209 33% CDE	84 25% DE	41 16%	95 13%	199 28% H	179 27% H	119 17%	147 13%	351 36% I	57 7%	440 35% K	38 6%	459 33% M	329 23%	134 25%	209 21%	288 27% Q	25 8%	50 21% S	357 29% St
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 13

Q1_4 How often do you use products or services from each of the following types of technology companies?

Audio streaming service (e.g., Apple Music, Spotify, Pandora)

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Ever (Net)	1331 64%	671 68% C	660 61%	544 89% eFGH	289 84% FGH	218 64% GH	158 47% H	122 28%	265 88% KLM	150 88% KLMo	119 71% LMP	74 48% M	62 32%	279 91% OPQR	139 80% PQR	99 57% qR	83 46% R	60 25%	228 63% u	541 68% U	241 55%	322 67% U
At Least Once A Week (Sub-Net)	1044 50%	561 57% C	483 45%	446 73% FGH	251 73% FGH	161 47% GH	119 36% H	67 15%	221 73% KLM	136 80% KLMo	95 57% IMP	64 41% M	45 23% R	225 73% PQR	115 66% PQR	66 38% R	56 31% R	22 9%	182 50% U	414 52% U	193 44%	255 53% U
At Least Once A Day (Sub-Sub-Net)	600 29%	325 33% C	275 25%	266 44% FGH	157 46% FGH	109 32% GH	46 14% H	22 5%	133 44% LM	85 50% kLM	64 38% LMP	30 20% MQ	14 7%	133 43% PQR	72 41% PQR	45 26% QR	16 9% r	9 4%	116 32% U	229 29% U	104 24%	151 32% u
Several times a day	382 18%	206 21% C	176 16%	182 30% FGH	105 31% FGH	60 18% GH	24 7% H	10 2%	92 30% LM	55 32% LM	38 23% LMP	15 10% M	5 3%	91 30% PQR	50 29% PQR	22 13% qR	10 5%	4 2%	68 19% U	145 18% U	75 17%	94 20% u
Once a day	218 11%	120 12% c	98 9%	83 14% GH	52 15% GH	48 14% GH	22 6% h	13 3%	41 14% M	30 17% M	25 15% M	16 10% mq	8 4%	42 14% QR	22 13% QR	23 13% QR	6 3%	4 2%	48 13% U	84 11% u	29 7%	58 12% U
Several times a week	313 15%	153 15%	160 15%	131 22% eFGH	54 16% H	40 12% H	52 15% H	37 8%	59 20% H	26 15% H	22 13% H	20 13% H	27 14% R	72 23% PR	28 16% R	18 10% R	31 17% R	10 4%	44 12% U	121 15% U	73 17%	74 16% u
Once a week	132 6%	82 8% C	49 5%	49 8% FH	40 12% FgH	13 4%	21 6% H	8 2%	29 9% M	26 15% KM	10 6% p	13 8% m	5 3%	20 7% PR	15 8% PR	2 1%	9 5% r	3 1%	22 6% U	64 8% U	16 4%	30 6% u
Several times a month	137 7%	54 5%	83 8%	49 8% h	26 7% h	26 8%	16 5% H	20 5%	18 6% H	12 7% H	14 8% I	3 2%	8 4% I	31 10% r	14 8% r	12 7% r	13 7% I	12 5%	25 7% U	58 7% u	17 4%	37 8% u
Once a month or less often	150 7%	56 6%	94 9% B	50 8% E	12 3%	32 9% E	22 7%	35 8% E	26 9% J	2 1%	10 6% J	8 5%	9 5% J	24 8% J	9 5% J	21 12% o	14 8% M	26 11% M	21 6%	69 9% U	30 7%	30 6% u
I do not use products or services from this type of technology company	738 36%	320 32%	418 39% B	65 11% d	56 16% d	123 36% DE	177 53% DEF	317 72% DEFG	37 12% H	20 12% H	49 29% IJ	79 52% IJK	135 68% IJKL	28 9% N	36 20% Nj	74 43% NOK	98 54% NOP	182 75% NOPQ	135 37% U	250 32% U	195 45% sTV	157 33% u
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 14

Q1_4 How often do you use products or services from each of the following types of technology companies?

Audio streaming service (e.g., Apple Music, Spotify, Pandora)

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Ever (Net)	1331 64%	365 58%	212 63%	191 73% BC	512 72% BC	416 60%	428 64%	487 69% Fg	855 78% J	476 49%	676 84% L	655 52%	582 86% N	749 54%	912 64%	360 66%	618 63%	713 66%	260 82% TU	167 70% U	721 58%
At Least Once A Week (Sub-Net)	1044 50%	273 43%	169 50% b	143 54% B	425 59% BC	314 45%	335 50%	396 56% FG	707 64% J	338 35%	569 71% L	475 37%	491 73% N	554 40%	706 49%	289 53%	484 49%	561 52%	202 64% U	132 56% U	556 44%
At Least Once A Day (Sub-Sub-Net)	600 29%	148 23%	102 30% B	73 28% Bd	263 37% Bd	173 25%	177 26%	250 36% FG	442 40% J	158 16%	340 43% L	260 20%	320 47% N	280 20%	412 29%	168 31%	287 29%	312 29%	126 40% U	96 40% U	316 25%
Several times a day	382 18%	86 14%	64 19% b	40 15% BcD	187 26% BcD	105 15%	113 17%	164 23% FG	285 26% J	97 10%	215 27% L	167 13%	203 30% N	179 13%	257 18%	109 20%	173 18%	209 19%	75 24% U	69 29% U	195 16%
Once a day	218 11%	62 10%	38 11%	33 13%	76 11%	68 10%	64 9%	86 12% J	156 14% J	61 6%	125 16% L	92 7%	117 17% N	101 7%	154 11%	58 11%	114 12%	103 10%	51 16% U	27 11% U	121 10%
Several times a week	313 15%	86 14%	53 16%	38 14%	121 17%	105 15%	111 16%	97 14%	175 16% L	138 14%	150 19% L	163 13%	102 15%	211 15%	204 14%	93 17%	135 14%	178 16%	52 16% U	25 11% U	169 14%
Once a week	132 6%	40 6%	13 4% BCE	32 12% BCE	41 6% BCE	36 5%	47 7%	49 7% J	90 8% J	41 4%	79 10% L	53 4%	69 10% N	63 5%	91 6%	29 5%	62 6%	70 6%	25 8% U	12 5% U	71 6%
Several times a month	137 7%	33 5%	25 7% b	25 10% b	48 7% b	56 8%	37 5%	43 6% J	84 8% J	52 5% J	61 8% J	75 6% J	54 8% J	82 6% J	96 7% J	37 7% J	69 7% J	68 6% J	25 8% J	17 7% J	78 6% J
Once a month or less often	150 7%	59 9% CE	18 5% CE	23 9% CE	39 6% CE	46 7% CE	57 8% CE	48 7% CE	64 6% CE	86 9% CE	45 6% CE	105 8% CE	37 5% CE	113 8% CE	110 8% CE	35 6% CE	65 7% CE	85 8% CE	32 10% CE	17 7% CE	87 7% CE
I do not use products or services from this type of technology company	738 36%	266 42% DE	126 37% DE	71 27% DE	203 28% DE	278 40% DE	246 36% DE	215 31% DE	247 22% DE	490 51% DE	124 16% DE	614 48% DE	94 14% DE	643 46% DE	520 36% DE	183 34% DE	366 37% DE	372 34% DE	56 18% DE	71 30% DE	531 42% DE
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 15

Q1_5 How often do you use products or services from each of the following types of technology companies?

Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Ever (Net)	1762 85%	856 86%	906 84%	548 90% FGH	310 90% fgh	287 84% h	279 83% h	338 77%	278 92% KLM	157 92% kLM	141 84%	126 82%	153 78%	270 88% R	152 87% R	145 84%	153 85% r	185 77%	322 88% U	673 85% U	346 79%	421 88% U
At Least Once A Week (Sub-Net)	915 44%	479 48% C	436 40%	345 57% FGH	204 59% FGH	146 43% H	122 36% H	98 22%	178 59% kLM	118 69% iKLM	78 46% M	59 38% M	47 24%	168 55% PQR	85 49% QR	68 39% R	63 35% R	51 21%	178 49% u	344 43%	182 42%	211 44%
At Least Once A Day (Sub-Sub-Net)	333 16%	186 19% C	147 14%	137 23% GH	90 26% FGH	62 18% GH	31 9% H	13 3%	71 24% LM	49 29% LM	45 27% LMP	11 7%	10 5%	66 22% r	42 24% PQR	17 10% R	20 11% R	3 1%	56 15%	130 16%	58 13%	89 19%
Several times a day	193 9%	110 11% C	83 8%	77 13% GH	50 14% GH	44 13% GH	16 5% h	7 2%	44 14% LM	21 13% IM	30 18% LMP	8 5%	7 3%	33 11% QR	28 16% pQR	14 8% R	7 4% R	1 1%	32 9%	73 9%	28 6% U	61 13% U
Once a day	140 7%	76 8%	64 6%	61 10% fGH	41 12% FGH	18 5% H	15 5% H	6 1%	27 9% LM	27 16% iLMo	15 9% LMP	3 2%	3 2%	33 11% PR	13 8% PR	3 2%	12 7% pR	3 1%	24 7%	57 7%	30 7%	29 6%
Several times a week	326 16%	175 18% c	151 14%	121 20% H	66 19% H	49 14% h	50 15% H	40 9%	65 21% kM	43 25% KMO	20 12%	30 20% M	17 9%	56 18% R	23 13% R	29 17% r	20 11% R	23 10%	72 20% tu	115 15%	60 14%	78 16%
Once a week	256 12%	119 12%	137 13%	87 14% v	47 14% v	35 10% v	41 12% v	45 10% v	42 14% k	26 16% k	13 8%	18 11% k	20 10% k	45 15% k	21 12% k	23 13% k	23 13% k	25 10% k	50 14% v	98 12% v	63 14% v	44 9%
Several times a month	365 18%	158 16%	208 19%	105 17% w	44 13% w	75 22% E	68 20% E	73 17% E	51 17% J	12 7% J	36 21% J	31 20% J	28 14% J	54 17% J	32 18% J	39 23% J	37 21% J	46 19% J	60 16% J	139 18% J	68 16% J	99 21% J
Once a month or less often	481 23%	219 22%	263 24%	98 16% x	62 18% x	66 19% x	89 27% DEF	167 38% DEFG	50 17% x	27 16% x	28 16% x	36 23% x	78 40% IJKL	48 16% x	35 20% x	38 22% x	53 29% N	89 37% NOP	84 23% x	191 24% x	96 22% x	111 23% x
I do not use products or services from this type of technology company	307 15%	135 14%	172 16%	61 10% y	35 10% y	55 16% De	56 17% De	101 23% DEfg	23 8% y	13 8% y	27 16% lj	28 18% IJ	44 22% IJ	38 12% y	22 13% y	28 16% y	28 15% y	57 23% NOq	42 12% y	117 15% y	90 21% STV	58 12% y
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 16

Q1_5 How often do you use products or services from each of the following types of technology companies?

Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Ever (Net)	1762 85%	492 78%	285 84% B	240 92% BC	670 94% BC	527 76%	580 86% F	655 93% FG	1012 92% J	750 78%	742 93% L	1019 80%	636 94% N	1126 81%	1263 88% P	431 79%	887 90% R	874 81%	282 89% u	198 83%	1050 84%
At Least Once A Week (Sub-Net)	915 44%	213 34%	122 36% Bc	120 46% Bc BCD	437 61% BCD	247 36%	281 42% f	387 55% FG	618 56% J	297 31%	480 60% L	435 34%	412 61% N	503 36%	680 47% P	200 37%	488 50% R	428 39%	160 50%	96 40%	548 44%
At Least Once A Day (Sub-Sub-Net)	333 16%	72 11%	37 11%	41 16%	178 25% BCD	89 13%	88 13%	156 22% FG	247 22% J	87 9%	195 24% L	139 11%	179 27% N	154 11%	255 18% P	68 13%	185 19% R	148 14%	61 19%	46 20%	183 15%
Several times a day	193 9%	35 6%	23 7%	21 8%	111 15% BCD	55 8%	36 5%	103 15% FG	148 13% J	45 5%	111 14% L	83 7%	104 15% N	89 6%	150 10% p	39 7%	109 11% R	84 8%	35 11%	20 8%	109 9%
Once a day	140 7%	37 6%	15 4%	20 8%	68 9% bC	34 5%	52 8%	54 8% f	99 9% J	41 4%	84 10% L	56 4%	76 11% N	64 5%	105 7%	30 5%	76 8%	64 6%	26 8%	27 11% U	74 6%
Several times a week	326 16%	65 10%	50 15% b	44 17% B	161 22% BC	87 13%	105 16%	134 19% F	208 19% J	118 12%	168 21% L	158 12%	135 20% N	191 14%	236 16% p	79 15%	164 17% r	162 15%	50 16%	30 13%	207 16%
Once a week	256 12%	76 12%	35 10%	34 13%	98 14% B	70 10%	88 13%	97 14% f	164 15% J	92 10%	117 15% L	138 11%	98 14% N	158 11%	188 13% p	52 10%	138 14% r	117 11%	48 15%	20 8%	158 13%
Several times a month	365 18%	91 14%	71 21% B	68 26% BE	120 17%	99 14%	124 18%	142 20% F	200 18%	166 17%	138 17%	227 18%	130 19%	236 17%	255 18% p	98 18%	176 18% r	189 17%	66 21%	52 22% u	195 16%
Once a month or less often	481 23%	188 30% DE	92 27% E	53 20% E	113 16%	180 26% H	175 26% H	126 18% F	194 18%	288 30% I	124 15%	358 28% K	94 14%	387 28% M	327 23% p	134 25% r	224 23% r	257 24% s	56 18%	50 21% u	307 25% s
I do not use products or services from this type of technology company	307 15%	140 22% CDE	53 16% DE	22 8%	46 6%	167 24% GH	94 14% H	47 7%	91 8%	217 22% I	58 7%	250 20% K	41 6%	267 19% M	169 12% O	113 21% O	97 10% Q	211 19% Q	34 11%	40 17%	203 16% s
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 17

Q1_6 How often do you use products or services from each of the following types of technology companies?
 Fintech service (e.g., PayPal, Venmo, Cash App)

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Ever (Net)	1490	749	741	538	309	238	223	182	268	161	126	106	89	270	148	112	118	93	246	594	278	372
	72%	76%	69%	88%	90%	70%	67%	42%	89%	94%	75%	69%	45%	88%	85%	65%	65%	38%	68%	75%	64%	78%
		C		FGH	FGH	H	H		KLM	KLMO	M	M		PQR	PQR	R	R			SU	SU	SU
At Least Once A Week (Sub-Net)	831	456	375	380	218	118	71	44	202	125	72	35	22	178	93	46	36	22	148	340	142	201
	40%	46%	35%	62%	63%	34%	21%	10%	67%	74%	43%	22%	11%	58%	53%	28%	20%	9%	41%	43%	33%	42%
		C		FGH	FGH	GH	H		KLMn	KLMO	LMP	M		PQR	PQR	R	R		U	U	U	U
At Least Once A Day (Sub-Sub-Net)	306	180	127	148	97	49	10	3	79	53	40	6	3	69	44	10	4	*	54	121	58	73
	15%	18%	12%	24%	28%	14%	3%	1%	26%	31%	23%	4%	1%	22%	25%	6%	2%	*	15%	15%	13%	15%
		C		FGH	FGH	GH	h		LM	LM	LMP			PQR	PQR	R	R					
Several times a day	177	92	86	90	53	29	5	1	40	24	25	3	1	50	29	4	2	-	29	74	35	39
	9%	9%	8%	15%	15%	8%	1%	1	13%	14%	15%	2%	1	16%	17%	2%	1%	-	8%	9%	8%	8%
		C		FGH	FGH	GH	h		LM	LM	LMP			PQR	PQR	R	R					
Once a day	129	88	41	58	43	20	5	3	39	29	14	3	2	19	14	6	2	*	25	48	23	33
	6%	9%	4%	10%	13%	6%	1%	1%	13%	17%	9%	2%	1%	6%	8%	3%	1%	*	7%	6%	5%	7%
		C		GH	FGH	GH			LMN	kLMO	IM			QR	QR	R	R					
Several times a week	289	155	134	118	71	38	36	26	59	42	17	25	12	59	29	21	11	14	51	103	42	93
	14%	16%	12%	19%	20%	11%	11%	6%	20%	25%	10%	16%	6%	19%	16%	12%	6%	6%	14%	13%	10%	19%
		c		FGH	FGH	H	h		kM	KM		MQ		QR	QR	r	r					stU
Once a week	236	121	115	115	51	30	25	15	64	30	15	4	8	51	21	15	21	7	44	116	41	35
	11%	12%	11%	19%	15%	9%	8%	3%	21%	18%	9%	3%	4%	16%	12%	9%	12%	3%	12%	15%	9%	7%
				FGH	fGH	H	H		KLM	kLM	I			pR	R	R	RL		v	UV		
Several times a month	319	131	187	81	51	72	70	45	28	20	27	33	23	52	31	45	37	22	48	128	69	74
	15%	13%	17%	13%	15%	21%	21%	10%	9%	11%	16%	22%	12%	17%	18%	26%	20%	9%	13%	16%	16%	16%
		B		B		DeH	DH		K	k	l	ljm		R	R	nRk	R					
Once a month or less often	340	162	178	77	40	48	83	93	37	16	27	38	44	40	24	21	45	49	50	127	67	96
	16%	16%	16%	13%	11%	14%	25%	21%	12%	9%	16%	25%	22%	13%	14%	12%	20%	20%	14%	16%	15%	20%
							DEF	DEF			IJ	IJ	IJ	IJ	IJ	NO	np					s
I do not use products or services from this type of technology company	579	241	338	71	36	104	112	256	34	10	43	48	107	37	26	61	64	149	117	196	159	107
	28%	24%	31%	12%	10%	30%	33%	58%	11%	6%	25%	31%	55%	12%	15%	35%	35%	62%	32%	25%	36%	22%
			B			DE	DE	DEFG			IJ	IJ	IJKL		J	NO	NO	NO	NO	TV	TV	TV
Sigma	2069	991	1078	609	345	342	335	439	302	170	168	154	197	307	174	173	181	242	364	790	436	479
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

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 Table 18

Q1_6 How often do you use products or services from each of the following types of technology companies?
 Fintech service (e.g., PayPal, Venmo, Cash App)

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Ever (Net)	1490 72%	406 64%	234 69%	203 77% Bc	597 83% BC	467 67%	478 71%	544 83% FG	917 83% J	572 59%	705 88% L	785 62%	602 89% N	887 64%	1028 72%	402 74%	714 73%	775 71%	270 85% U	191 81% U	829 66%
At Least Once A Week (Sub-Net)	831 40%	216 34%	113 34%	115 44% BC	364 51% BC	262 38%	258 38%	312 44% Fg	560 51% J	271 28%	495 62% L	336 26%	426 63% N	405 29%	572 40%	216 40%	373 38%	459 42%	174 55% U	116 49% U	418 33%
At Least Once A Day (Sub-Sub-Net)	306 15%	90 14% c	32 9%	35 13% BCd	146 20% BCd	107 15% G	67 10%	132 19% G	225 20% J	81 8%	206 26% L	101 8%	195 29% N	111 8%	193 13%	92 17% O	141 14%	165 15% Q	53 17% u	59 25% U	139 11%
Several times a day	177 9%	59 9% c	18 5%	20 8% C	76 11% C	69 10%	49 7%	60 9%	126 11% J	51 5%	116 15% L	61 5%	105 16% N	72 5%	98 7%	61 11% O	67 7%	110 10% Q	25 8% u	37 16% sU	74 6%
Once a day	129 6%	31 5%	14 4%	15 6% BC	70 10% BC	38 6% g	18 3%	72 10% FG	99 9% J	30 3%	89 11% L	40 3%	90 13% N	39 3%	95 7%	31 6% r	74 7%	55 5% Q	29 9% u	22 9% u	65 5%
Several times a week	289 14%	73 12%	29 9%	49 19% BC	128 18% BC	89 13%	94 14%	106 15%	170 15% J	119 12%	171 21% L	118 9%	138 20% N	151 11%	206 14%	79 14%	144 15%	145 13%	61 19% U	33 14%	160 13%
Once a week	236 11%	53 8%	52 15% B	31 12% B	90 13% B	66 10%	96 14% Fh	74 11%	165 15% J	71 7%	119 15% L	118 9%	93 14% n	143 10%	174 12% p	46 8%	88 9%	148 14% Q	59 19% tU	24 10%	119 10%
Several times a month	319 15%	81 13%	66 20% B	42 16% B	121 17% B	108 16%	90 13% F	120 17% F	187 17% J	131 14%	113 14%	205 16%	94 14% n	224 16%	217 15% p	93 17%	167 17%	151 14%	54 17% U	41 17%	185 15%
Once a month or less often	340 16%	110 17%	55 16%	45 17% B	112 16% B	97 14%	130 19% F	112 16% F	170 15% J	170 18%	97 12% K	243 19% K	82 12% M	258 19% M	239 17% M	92 17% M	174 18% M	166 15% M	42 13% U	34 14% U	226 18%
I do not use products or services from this type of technology company	579 28%	225 36% DE	103 31% dE	60 23% dE	119 17% dE	226 33% H	196 29% H	157 22% H	185 17% I	394 41% I	95 12% K	484 38% K	74 11% M	505 36% M	404 28% M	142 26% M	270 27% M	309 29% M	46 15% M	46 19% M	424 34% ST
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

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 Table 19

Q1_7 How often do you use products or services from each of the following types of technology companies?

Transportation (e.g., Uber, Lyft, Via)

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Ever (Net)	924 45%	524 53% C	399 37%	423 69% FGH	219 64% FGH	140 41% GH	90 27% H	52 12%	228 76% KLMN	131 77% KLMO	93 55% LMP	49 32% M	23 12%	195 63% OPQR	88 50% PQR	47 27% R	41 23% R	28 12%	179 49% U	346 44% U	147 34% U	251 52% TU
At Least Once A Week (Sub-Net)	434 21%	288 29% C	145 13%	221 36% FGH	120 35% FGH	64 19% GH	21 6% H	9 2%	132 44% KLMN	84 49% KLMO	53 31% LMP	14 9% M	5 3%	88 29% PQR	36 21% PQR	11 6% R	7 4%	3 1%	92 25% U	159 20% U	60 14% U	123 26% TU
At Least Once A Day (Sub-Sub-Net)	199 10%	133 13% C	67 6%	116 19% eFGH	47 14% FGH	24 7% gH	10 3% H	3 1%	70 23% KLMN	31 18% LMO	20 12% MP	8 6% mq	3 1%	46 15% PQR	16 9% PQR	3 2% r	2 1%	-	47 13% TU	57 7% TU	23 5% TU	73 15% TU
Several times a day	102 5%	66 7% C	36 3%	60 10% FGH	25 7% GH	13 4% GH	1 *	2 1%	34 11% LM	16 9% LM	13 8% LMP	1 1%	2 1%	26 8% PQR	9 5% PQR	1 *	-	-	25 7% TU	30 4% TU	8 2% TU	39 8% TU
Once a day	97 5%	67 7% C	31 3%	56 9% FGH	22 6% fgH	10 3% H	9 3% H	* *	36 12% kiMn	16 9% M	8 5% M	8 5% Mq	* *	20 6% pQR	7 4% R	3 1%	2 1%	-	21 6% TU	28 4% TU	14 3% TU	34 7% Tu
Several times a week	122 6%	86 9% C	36 3%	57 9% GH	35 10% GH	21 6% GH	6 2%	4 1%	38 13% LMN	28 16% LMO	15 9% LM	2 1%	3 1%	18 6% qR	7 4% r	6 3% r	3 2%	1 1%	26 7% TU	42 5% TU	23 5% TU	30 6% TU
Once a week	112 5%	70 7% C	43 4%	48 8% GH	38 11% FGH	19 6% GH	5 1%	2 *	24 8% IM	25 15% iLMO	18 10% LMP	3 2%	-	24 8% PQR	13 8% PQR	2 1%	2 1%	2 1%	19 5% Uv	60 8% Uv	14 3% Uv	20 4% Uv
Several times a month	161 8%	71 7% C	91 8%	100 16% EFGH	36 10% FGH	11 3% H	6 2%	8 2%	42 14% KLM	21 12% KLM	5 3% LMP	2 1%	1 *	58 19% OPQR	15 9% QR	6 3%	4 2%	7 3%	29 8% TU	66 8% TU	26 6% TU	41 8% TU
Once a month or less often	329 16%	165 17% C	163 15%	102 17% H	63 18% H	65 19% H	63 19% H	35 8%	54 18% M	26 15% M	35 21% M	33 21% M	17 9%	48 16% R	37 17% R	30 17% R	30 17% R	18 7%	59 16% TU	121 15% TU	61 14% TU	88 18% TU
I do not use products or services from this type of technology company	1145 55%	466 47% B	679 63% B	186 31% B	126 36% B	202 59% DE	245 73% DEF	387 88% DEFG	74 24% I	39 23% J	75 45% IJ	105 68% IJK	173 88% IJKL	112 37% I	86 50% NJ	126 73% NOK	140 77% NO	214 88% NOPQ	185 51% R	444 56% V	289 66% STV	227 48% TU
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

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 Harris Poll
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Q1_7 How often do you use products or services from each of the following types of technology companies?

Transportation (e.g., Uber, Lyft, Via)

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Ever (Net)	924 45%	232 37%	132 39%	118 45% b	416 58% BCD	283 41%	263 39%	378 54% FG	650 59% J	274 28%	512 64% L	412 32%	437 65% N	487 35%	616 43%	264 49% o	414 42%	509 47% q	198 63% TU	118 50% U	467 37%
At Least Once A Week (Sub-Net)	434 21%	106 17%	47 14%	59 23% C	219 31% BCd	150 22% G	86 13%	197 28% FG	333 30% J	100 10%	297 37% L	137 11%	261 39% N	173 12%	317 22% p	94 17%	200 20%	234 22%	106 33% U	63 27% U	193 15%
At Least Once A Day (Sub-Sub-Net)	199 10%	46 7%	17 5%	24 9%	110 15% BCd	81 12% G	39 6%	80 11% G	155 14% J	44 5%	145 18% L	55 4%	122 18% N	77 6%	157 11% P	31 6%	78 8%	121 11% Q	44 14% U	32 13% U	83 7%
Several times a day	102 5%	29 5% C	5 2%	11 4%	55 8% bc	34 5%	25 4%	43 6% g	89 8% J	13 1%	69 9% L	33 3%	64 10% N	38 3%	80 6% p	16 3%	45 5%	56 5%	31 10% U	17 7% U	38 3%
Once a day	97 5%	17 3%	12 4%	13 5%	55 8% BC	47 7% G	14 2%	36 5% G	66 6% J	32 3%	75 9% L	22 2%	58 9% N	40 3%	78 5% P	15 3%	33 3%	65 6% Q	13 4%	14 6%	45 4%
Several times a week	122 6%	28 4%	16 5%	23 9% B	55 8% B	28 4%	27 4%	67 9% FG	95 9% J	26 3%	74 9% L	48 4%	73 11% N	49 4%	81 6% P	36 7%	59 6%	63 6%	31 10% U	11 5%	61 5%
Once a week	112 5%	32 5%	14 4%	13 5%	53 7% B	41 6% g	20 3%	51 7% G	83 8% J	30 3%	78 10% L	34 3%	66 10% N	46 3%	79 5% P	28 5%	63 6%	50 5%	31 10% U	21 9% U	50 4%
Several times a month	161 8%	46 7%	30 9%	14 5%	63 9% B	57 8%	55 8%	49 7% G	109 10% J	52 5%	93 12% L	68 5%	76 11% N	85 6%	92 6% P	58 11% O	64 6%	98 9% q	32 10% u	28 12% U	76 6%
Once a month or less often	329 16%	80 13%	55 16%	45 17%	135 19% B	76 11%	122 18% F	131 19% F	208 19% J	121 12%	122 15% L	207 16%	100 15% N	229 16%	207 14% P	111 20% O	150 15%	178 16%	60 19% t	27 11%	199 16%
I do not use products or services from this type of technology company	1145 55%	400 63% dE	205 61% E	144 55% E	299 42% E	411 59% H	411 61% H	324 46% H	452 41% I	693 72% I	288 36% K	857 68% K	240 35% M	905 65% M	816 57% p	280 51% p	570 58% r	575 53% r	118 37% s	120 50% S	785 63% ST
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 21

Q1_8 How often do you use products or services from each of the following types of technology companies?

Food delivery service (e.g., Seamless, DoorDash, Postmates)

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Ever (Net)	1087 53%	585 59% C	502 47%	483 79% EFGH	243 71% FGH	181 53% GH	106 32% H	73 17%	252 83% KLMn	139 82% KLMO	98 58% LM	55 36% M	41 21% r	231 75% OPQR	104 60% pQR	83 48% QR	51 28% R	32 13%	192 53% u	419 53% U	194 45%	282 59% U
At Least Once A Week (Sub-Net)	604 29%	372 38% C	232 21%	297 49% FGH	163 47% FGH	88 26% GH	46 14% H	9 2%	171 57% KLMN	110 65% KLMO	60 36% LMP	25 16% M	6 3%	126 41% oPQR	53 30% PQR	28 16% R	21 12% R	3 1%	119 33% U	223 28% U	101 23%	161 34% U
At Least Once A Day (Sub-Sub-Net)	193 9%	109 11% c	85 8%	104 17% FGH	58 17% FGH	26 8% GH	5 1%	1 -	54 18% kLM	36 21% KLMO	16 9% LM	1 1%	1 1%	49 16% PQR	21 12% pQR	10 6% R	4 2% r	-	39 11% U	72 9% u	24 5%	59 12% U
Several times a day	90 4%	52 5%	38 4%	46 7% FGH	33 9% FGH	11 3% GH	1 -	-	19 6% LM	24 14% IkLMO	9 6% LMP	-	-	26 9% PQR	9 5% pQR	1 1%	1 1%	-	15 4%	38 5%	13 3%	24 5%
Once a day	103 5%	57 6%	46 4%	58 10% FGH	25 7% GH	15 4% GH	4 1%	1 -	35 12% KLM	13 7% LM	7 4% m	1 1%	1 1%	23 7% QR	12 7% QR	8 5% R	3 2%	-	24 7% U	34 4%	11 2%	35 7% tU
Several times a week	223 11%	156 16% C	67 6%	97 16% GH	66 19% fGH	43 13% GH	14 4% H	3 1%	59 19% LMn	54 32% IkLMO	35 21% LMP	7 4% m	1 -	39 13% PQR	11 7% R	7 4% r	7 4% r	2 1%	46 13% U	80 10%	38 9%	58 12%
Once a week	188 9%	107 11% C	80 7%	96 16% FGH	40 12% FH	19 6% H	28 8% H	5 1%	58 19% KMn	20 12% M	9 5% M	17 11% M	4 2%	38 12% pqR	20 11% R	11 6% R	10 6% R	1 1%	34 9% U	71 9%	39 9%	43 9%
Several times a month	191 9%	84 8%	107 10%	91 15% eGH	34 10% H	35 10% gH	19 6% H	12 3%	35 12% M	14 8% M	18 11% m	8 5% m	9 4%	56 18% PQRi	20 11% R	17 10% R	11 6% R	4 2%	31 9% U	71 9%	43 10%	45 9%
Once a month or less often	292 14%	129 13%	163 15%	95 16% h	46 13% h	58 17% h	41 12% h	51 12% h	46 15% h	15 9% h	20 12% h	22 14% h	26 13% h	49 16% h	32 18% h	38 22% QRk	19 11% h	25 10% h	41 11% h	125 16% s	50 12% h	76 16% h
I do not use products or services from this type of technology company	982 47%	406 41% B	577 53% B	126 21% D	101 29% D	161 47% DE	229 68% DEF	365 83% DEFG	50 17% I	31 18% IJ	70 42% IJ	99 64% IJK	156 79% IJKL	76 25% i	70 40% NJ	91 52% No	130 72% NOP	210 87% NOPQm	172 47% s	372 47% s	242 55% sTV	197 41% s
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 22

Q1_8 How often do you use products or services from each of the following types of technology companies?

Food delivery service (e.g., Seamless, DoorDash, Postmates)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Ever (Net)	1087 53%	276 44%	169 50%	145 55% B	463 65% BCD	342 49%	310 46%	435 62% FG	754 68% J	333 34%	595 74% L	492 39%	516 76% N	571 41%	720 50%	315 58% O	484 49%	603 56% Q	223 71% U	151 63% U	548 44%
At Least Once A Week (Sub-Net)	604 29%	139 22%	74 22%	78 30% Bc	299 42% BCD	186 27%	148 22%	270 38% FG	475 43% J	129 13%	386 48% L	218 17%	346 51% N	258 19%	433 30%	139 26%	281 29%	322 30%	135 43% U	92 39% U	287 23%
At Least Once A Day (Sub-Sub-Net)	193 9%	41 7%	17 5%	29 11% bC	103 14% BC	61 9%	39 6%	93 13% FG	157 14% J	37 4%	132 17% L	61 5%	117 17% N	77 5%	149 10% P	31 6%	85 9%	108 10%	43 13% U	38 16% U	72 6%
Several times a day	90 4%	19 3%	6 2%	11 4% bc	52 7% BC	36 5% G	11 2%	43 6% G	73 7% J	17 2%	64 8% L	26 2%	66 10% N	24 2%	69 5% P	13 2%	47 5%	43 4%	19 6% u	22 9% U	35 3%
Once a day	103 5%	22 4%	10 3%	17 7% bc	51 7% BC	25 4%	28 4%	50 7% Fg	84 8% J	20 2%	68 9% L	35 3%	51 8% N	52 4%	80 6%	18 3%	38 4%	65 6% q	24 8% U	16 7% U	37 3%
Several times a week	223 11%	48 8%	34 10%	20 8% BCD	120 17% BCD	66 10% g	41 6%	116 17% FG	181 16% J	42 4%	154 19% L	69 5%	142 21% N	81 6%	164 11%	54 10%	114 12%	109 10%	55 17% U	31 13%	109 9%
Once a week	188 9%	50 8%	24 7%	30 11% BCD	76 11% BCD	58 8%	68 10%	61 9%	137 12% J	51 5%	100 12% L	88 7%	87 13% N	100 7%	120 8%	55 10%	82 8%	105 10%	38 12% U	23 10%	106 8%
Several times a month	191 9%	55 9%	46 14% Be	26 10% Be	62 9% BCD	71 10%	63 9%	57 8%	124 11% J	68 7%	97 12% L	94 7%	72 11% N	119 9%	110 8%	76 14% O	76 8%	115 11% q	37 12% U	24 10%	96 8%
Once a month or less often	292 14%	83 13%	49 15%	41 16% Be	101 14% BCD	85 12%	99 15%	109 15% FG	156 14% J	136 14%	112 14% L	180 14%	98 15% N	194 14%	177 12% P	99 18% O	126 13%	167 15% q	51 16% U	35 15%	165 13%
I do not use products or services from this type of technology company	982 47%	355 56% DE	168 50% E	117 45% E	253 35% E	352 51% H	364 54% H	266 38% H	348 32% I	634 66% I	205 26% L	777 61% K	161 24% M	821 59% M	712 50% P	229 42% P	501 51% R	481 44% R	93 29% U	87 37% U	705 56% ST
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 23

Q2 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Summary Of Use More Often

Base: Use Products/Services Of Listed Tech Companies (Variable Base)

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Video streaming service (e.g., Netflix, Disney+, Hulu)	749 48%	352 45%	397 50% b	265 47% h	157 51% H	133 49% h	115 50% h	80 39%	120 43%	82 54% M	65 45%	45 44%	40 37%	144 51%	75 48%	68 53%	69 56% r	40 41%	128 47%	301 48%	135 47%	184 47%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	402 37%	224 38%	178 35%	158 33%	103 42% dh	76 42%	45 42%	20 28%	81 32%	62 44% i	47 47% l	24 44%	11 28%	78 34%	41 40%	29 35%	21 40%	9 28%	82 43% tu	143 34%	63 32%	114 41%
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	487 37%	270 40% C	216 33%	220 40% GH	122 42% GH	77 35% H	44 28%	24 19%	120 45% Lmn	68 45% Lm	47 39% l	18 24%	18 29% R	100 36% R	54 39% R	30 30% R	27 32% R	5 9%	81 35%	192 35%	90 37%	124 39%
Social media (e.g., Facebook, Instagram, Twitter)	634 36%	319 39% c	314 34%	249 43% FGH	153 48% FGH	101 34% H	70 26%	60 21%	130 46% kLM	91 57% iKLMO	50 35% M	27 24%	21 18%	120 41% QR	62 38% R	50 33%	43 28%	39 23%	122 40%	245 36%	112 33%	155 37%
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	580 33%	267 31%	312 34%	154 28%	134 43% DgH	102 36% d	94 34%	95 28%	70 25%	72 46% llM	49 35%	39 31%	37 24%	84 31%	62 41%	53 36%	55 36%	58 31%	103 32%	214 32%	114 33%	148 35%
Search engine (e.g., Google, Bing, DuckDuckGo)	588 32%	298 32%	291 31%	212 38% GH	136 43% FGH	101 33% GH	72 23%	67 18%	103 37% LM	86 52% IKLMO	56 34% LM	23 16%	31 18%	109 38% R	51 33% R	46 31% R	49 31% RL	37 18%	91 28%	232 32%	110 28%	157 36% su
Fintech service (e.g., PayPal, Venmo, Cash App)	397 27%	182 24%	215 29%	186 35% GH	89 29% gH	68 29% gH	43 19% H	12 6%	90 34% LM	44 27% LM	33 26% LM	13 12% m	3 3%	96 35% R	46 31% R	35 31% R	30 26% RI	9 10%	64 26%	165 28%	69 25%	99 27%
Transportation service (e.g., Uber, Lyft, Via)	160 17%	98 19%	62 16%	91 22% GH	41 19% GH	22 16% gH	4 5%	1 2%	52 23%	27 21%	18 20%	* 1%	1 3%	39 20%	14 16%	4 9%	4 10%	* 2%	26 14%	69 20%	22 15%	44 17%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 24

Q2 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Summary Of Use More Often

Base: Use Products/Services Of Listed Tech Companies (Variable Base)

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Video streaming service (e.g., Netflix, Disney+, Hulu)	749 48%	187 44%	125 49%	107 48%	313 50%	205 42%	236 48%	307 53% F	468 49%	280 45%	369 50%	379 46%	331 52% N	418 45%	519 47%	207 51%	392 51% r	357 45%	145 50%	86 46%	434 48%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	402 37%	86 31%	68 40%	57 39%	185 40% B	97 28%	115 37% f	190 44% F	296 39% J	106 32%	223 38%	179 36%	212 41% N	190 33%	293 41% P	101 32%	199 41% R	203 34%	79 35%	49 33%	235 43% t
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	487 37%	113 31%	85 40% b	59 31%	223 43% BD	143 34%	143 33%	201 41% fg	352 41% J	134 28%	301 45% L	186 28%	261 45% N	225 30%	350 38%	121 34%	227 37%	259 36%	106 41%	58 35%	251 35%
Social media (e.g., Facebook, Instagram, Twitter)	634 36%	174 34%	88 30%	80 35%	270 43% BC	171 30%	204 35%	259 43% FG	422 42% J	212 28%	341 45% L	293 30%	306 47% N	327 30%	431 35%	174 38%	332 40% R	302 33%	114 39%	79 39%	365 36%
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	580 33%	115 23%	81 29%	88 37% B	276 41% BC	120 23%	193 33% F	266 41% FG	360 36% J	220 29%	249 34%	330 32%	243 38% N	337 30%	419 33%	140 33%	339 38% R	241 28%	98 35%	56 28%	365 35%
Search engine (e.g., Google, Bing, DuckDuckGo)	588 32%	146 27%	90 28%	84 34% b	245 36% Bc	163 28%	174 28%	252 37% FG	361 35% J	227 27%	297 40% L	291 26%	262 41% N	327 27%	396 30%	168 35%	313 34% R	275 29%	109 38% U	71 34%	327 29%
Fintech service (e.g., PayPal, Venmo, Cash App)	397 27%	117 29%	56 24%	46 23%	167 28% B	122 26%	117 25%	158 29%	273 30% J	124 22%	229 32% L	168 21%	199 33% N	199 22%	268 26%	113 28%	179 25%	218 28%	82 30%	69 36% U	199 24%
Transportation service (e.g., Uber, Lyft, Via)	160 17%	28 12%	20 15%	26 22% B	87 21% B	41 14%	46 17%	74 19%	119 18%	41 15%	120 23% L	41 10%	90 21% n	70 14%	125 20% P	29 11%	71 17%	89 18%	41 21%	28 24% U	66 14%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 25

Q2 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Summary Of Use Less Often

Base: Use Products/Services Of Listed Tech Companies (Variable Base)

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Transportation service (e.g., Uber, Lyft, Via)	366 40%	209 40%	157 39%	147 35%	93 42%	51 37%	48 54% DF	26 50% d	84 37%	54 41%	27 29%	32 66%	12 51%	64 33%	39 44%	24 52% nK	16 39%	14 50%	93 52% TUV	129 37%	47 32%	97 39%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	189 17%	100 17%	89 18%	89 18%	49 20%	25 14%	13 12%	13 18%	52 21% l	27 19% l	11 11%	4 7%	7 16%	37 16%	22 21%	14 17%	9 18%	7 21%	26 14%	72 17%	40 21%	51 18%
Fintech service (e.g., PayPal, Venmo, Cash App)	190 13%	101 14%	88 12%	80 15% fg	51 17% FG	21 9%	18 8%	19 11%	46 17% Km	30 19% Km	9 7%	9 9%	7 8%	34 13%	21 14%	12 11%	9 8%	12 13%	35 14% U	78 13% U	20 7%	57 15% U
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	167 13%	83 12%	84 13%	86 16% EFG	27 9%	15 7%	10 7%	29 24% dEFG	44 17% K	17 12%	8 6%	5 7%	9 15%	42 15% o	10 7%	7 7%	5 6% NOPQm	20 33% m	25 11%	66 12%	33 14%	42 13%
Social media (e.g., Facebook, Instagram, Twitter)	219 12%	87 11%	132 14% b	72 13% b	42 13%	34 11%	37 14%	33 12%	36 13%	16 10%	11 8%	12 10%	12 10%	36 12%	26 16%	23 15%	26 17%	22 13%	37 12%	82 12%	29 8%	71 17% tU
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	218 12%	98 12%	119 13%	91 17% FGH	42 14%	29 10%	25 9%	30 9%	53 19% KLM	22 14% kLm	9 6%	6 5%	10 6%	39 14%	20 13%	20 14% k	20 13% l	20 11%	36 11%	82 12%	37 11%	63 15%
Video streaming service (e.g., Netflix, Disney+, Hulu)	125 8%	66 8%	59 8%	52 9%	32 10% g	16 6%	11 5%	15 7%	27 10% g	15 10%	7 5%	7 6%	10 9%	25 9%	17 11% q	9 7%	4 4%	5 5%	25 9%	48 8%	21 7%	31 8%
Search engine (e.g., Google, Bing, DuckDuckGo)	148 8%	84 9%	65 7%	79 14% EFGH	24 7%	16 5%	13 4%	16 4%	42 15% KLM	16 10%	9 5%	9 6%	9 5%	38 13% OPQR	7 5%	7 5%	5 3%	8 4%	31 10%	46 6%	32 8%	39 9%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 26

Q2 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Summary Of Use Less Often

Base: Use Products/Services Of Listed Tech Companies (Variable Base)

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Transportation service (e.g., Uber, Lyft, Via)	366 40%	85 37%	45 34%	41 34%	178 43%	101 36%	98 37%	167 44%	248 38%	118 43%	183 36%	182 44%	157 36%	209 43%	240 39%	105 40%	173 42%	193 38%	69 35%	32 27%	199 42%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	189 17%	52 19%	19 11%	25 17%	78 17%	78 23%	49 16%	62 14%	127 17%	62 19%	105 18%	84 17%	83 16%	106 19%	118 16%	49 16%	85 18%	104 17%	37 16%	31 21%	77 14%
Fintech service (e.g., PayPal, Venmo, Cash App)	190 13%	65 16%	30 13%	20 10%	69 12%	69 15%	58 12%	62 11%	111 12%	79 14%	104 15%	86 11%	88 15%	102 11%	128 12%	46 12%	76 11%	114 15%	37 14%	21 11%	86 10%
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	167 13%	61 17%	16 8%	25 13%	57 11%	65 16%	56 13%	46 10%	95 11%	72 15%	91 13%	76 12%	70 12%	97 13%	108 12%	47 13%	67 11%	100 14%	38 15%	25 15%	67 9%
Social media (e.g., Facebook, Instagram, Twitter)	219 12%	62 12%	41 14%	45 20%	60 10%	74 13%	96 17%	49 8%	117 12%	102 14%	100 13%	119 12%	79 12%	140 13%	157 13%	49 11%	94 11%	125 14%	56 19%	17 8%	93 9%
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	218 12%	93 19%	18 6%	20 8%	70 10%	95 18%	67 12%	56 9%	124 12%	94 13%	103 14%	115 11%	77 12%	141 13%	128 10%	70 16%	80 9%	138 16%	39 14%	37 19%	101 10%
Video streaming service (e.g., Netflix, Disney+, Hulu)	125 8%	46 11%	16 6%	15 7%	42 7%	56 11%	35 7%	34 6%	85 9%	40 6%	70 9%	55 7%	67 10%	58 6%	73 7%	36 9%	51 7%	74 9%	18 6%	21 11%	61 7%
Search engine (e.g., Google, Bing, DuckDuckGo)	148 8%	50 9%	20 6%	11 4%	62 9%	74 13%	42 7%	32 5%	97 9%	52 6%	85 12%	64 6%	72 11%	77 6%	102 8%	37 8%	57 6%	91 10%	29 10%	25 12%	64 6%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 27

Q2_1 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Search engine (e.g., Google, Bing, DuckDuckGo)

Base: Ever Use Search Engine

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1888	894	994	572	308	262	301	445	275	155	126	122	216	297	153	136	179	229	385	755	367	381
Weighted Base	1867	920	947	563	319	308	306	371	279	164	162*	147*	168	284	155	146*	159	203	325	716	387	441
More often	588 32%	298 32%	291 31%	212 38% GH	136 43% FGH	101 33% GH	72 23%	67 18%	103 37% LM	86 52% IKLMO	56 34% LM	23 16%	31 18%	109 38% R	51 33% R	46 31% R	49 31% RL	37 18%	91 28%	232 32%	110 28%	157 36% su
About the same	1131 61%	539 59%	592 62%	273 48%	159 50%	191 62% DE	221 72% DEF	287 77% DEF	135 48%	62 38%	98 60% IJ	115 78% IJKq	129 77% IJK	138 48%	97 62% NJ	93 64% N	106 66% N	158 78% NOPQ	203 63%	438 61%	245 63% v	245 56%
Less often	148 8%	84 9%	65 7%	79 14% EFGH	24 7%	16 5%	13 4%	16 4%	42 15% KLM	16 10%	9 5%	9 6%	9 5%	38 13% OPQR	7 5%	7 5%	5 3%	8 4%	31 10%	46 6%	32 8%	39 9%
Sigma	1867 100%	920 100%	947 100%	563 100%	319 100%	308 100%	306 100%	371 100%	279 100%	164 100%	162 100%	147 100%	168 100%	284 100%	155 100%	146 100%	159 100%	203 100%	325 100%	716 100%	387 100%	441 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 28

Q2_1 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Search engine (e.g., Google, Bing, DuckDuckGo)

Base: Ever Use Search Engine

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1888	732	368	239	458	541	543	804	994	894	700	1188	630	1258	1316	508	954	934	182	168	1376
Weighted Base	1867	546	318	246	674	579	612	677	1026	842	736	1131	639	1229	1316	481	910	958	282	206	1146
More often	588 32%	146 27%	90 28%	84 34% b	245 36% Bc	163 28%	174 28%	252 37% FG	361 35% J	227 27%	297 40% L	291 26%	262 41% N	327 27%	396 30%	168 35%	313 34% R	275 29%	109 38% U	71 34%	327 29%
About the same	1131 61%	350 64% E	207 65% E	151 61%	366 54%	342 59%	396 65% H	392 58%	568 55%	563 67% I	354 48%	776 69% K	305 48%	825 67% M	818 62%	276 57%	539 59%	591 62%	144 51%	110 54%	755 66% ST
Less often	148 8%	50 9% d	20 6%	11 4%	62 9% d	74 13% GH	42 7%	32 5%	97 9%	52 6%	85 12% L	64 6%	72 11% N	77 6%	102 8%	37 8%	57 6%	91 10% Q	29 10% U	25 12% U	64 6%
Sigma	1867 100%	546 100%	318 100%	246 100%	674 100%	579 100%	612 100%	677 100%	1026 100%	842 100%	736 100%	1131 100%	639 100%	1229 100%	1316 100%	481 100%	910 100%	958 100%	282 100%	206 100%	1146 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 29

Q2_2 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Social media (e.g., Facebook, Instagram, Twitter)

Base: Ever Use Social Media

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1740	782	958	580	306	252	267	335	278	151	111	98	144	302	155	141	169	191	363	695	329	353
Weighted Base	1752	815	937	576	321	298	268	288	282	158	145*	113*	117*	294	163	153*	155	172	308	686	343	415
More often	634 36%	319 39% c	314 34%	249 43% FGH	153 48% FGH	101 34% H	70 26%	60 21%	130 46% kLM	91 57% iKLMO	50 35% M	27 24%	21 18%	120 41% QR	62 38% R	50 33%	43 28%	39 23%	122 40%	245 36%	112 33%	155 37%
About the same	900 51%	409 50%	491 52%	254 44%	126 39%	164 55% DE	161 60% DE	195 68% DEF	116 41%	51 32%	84 58% IJ	74 66% IJ	84 72% IJK	138 47% J	75 46% J	80 52%	87 56%	111 65% NOp	149 48%	359 52%	202 59% SV	189 46%
Less often	219 12%	87 11%	132 14% b	72 13%	42 13%	34 11%	37 14%	33 12%	36 13%	16 10%	11 8%	12 10%	12 10%	36 12%	26 16%	23 15%	26 17%	22 13%	37 12%	82 12%	29 8%	71 17% tU
Sigma	1752 100%	815 100%	937 100%	576 100%	321 100%	298 100%	268 100%	288 100%	282 100%	158 100%	145 100%	113 100%	117 100%	294 100%	163 100%	153 100%	155 100%	172 100%	308 100%	686 100%	343 100%	415 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 30

Q2_2 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Social media (e.g., Facebook, Instagram, Twitter)

Base: Ever Use Social Media

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1740	673	334	218	428	513	509	718	967	773	705	1035	628	1112	1204	465	863	877	185	160	1235
Weighted Base	1752	518	295	230	626	572	581	600	1003	750	762	990	655	1097	1223	453	829	924	292	201	1027
More often	634 36%	174 34%	88 30%	80 35%	270 43% BC	171 30%	204 35%	259 43% FG	422 42% J	212 28%	341 45% L	293 30%	306 47% N	327 30%	431 35%	174 38%	332 40% R	302 33%	114 39%	79 39%	365 36%
About the same	900 51%	282 54% de	166 56% de	104 45%	296 47%	327 57% GH	281 48%	292 49%	463 46%	436 58% I	322 42%	578 58% K	270 41%	629 57% M	635 52%	230 51%	403 49%	497 54% q	122 42%	106 53%	569 55% S
Less often	219 12%	62 12%	41 14%	45 20% BE	60 10%	74 13% H	96 17% H	49 8%	117 12%	102 14%	100 13%	119 12%	79 12%	140 13%	157 13%	49 11%	94 11%	125 14%	56 19% TU	17 8%	93 9%
Sigma	1752 100%	518 100%	295 100%	230 100%	626 100%	572 100%	581 100%	600 100%	1003 100%	750 100%	762 100%	990 100%	655 100%	1097 100%	1223 100%	453 100%	829 100%	924 100%	292 100%	201 100%	1027 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 31

Q2_3 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Video streaming service (e.g., Netflix, Disney+, Hulu)

Base: Ever Use Video Streaming Service

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1561	748	813	566	300	237	219	239	272	149	116	87	124	294	151	121	132	115	319	641	279	322
Weighted Base	1572	786	786	558	308	273	228	205	277	152	146*	104*	107*	282	156*	127*	124*	98*	270	624	290	388
More often	749 48%	352 45%	397 50% b	265 47% h	157 51% H	133 49% h	115 50% h	80 39%	120 43%	82 54% M	65 45%	45 44%	40 37%	144 51%	75 48%	68 53%	69 56% r	40 41%	128 47%	301 48%	135 47%	184 47%
About the same	698 44%	368 47%	330 42%	242 43%	119 39%	124 46%	103 45%	111 54% DE	129 47%	55 36%	74 51% j	52 50% j	58 54% J	113 40%	64 41%	50 40%	50 41%	53 54% nop	117 43%	274 44%	133 46%	173 45%
Less often	125 8%	66 8%	59 8%	52 9%	32 10% g	16 6%	11 5%	15 7%	27 10%	15 10%	7 5%	7 6%	10 9%	25 9%	17 11% q	9 7%	4 4%	5 5%	25 9%	48 8%	21 7%	31 8%
Sigma	1572 100%	786 100%	786 100%	558 100%	308 100%	273 100%	228 100%	205 100%	277 100%	152 100%	146 100%	104 100%	107 100%	282 100%	156 100%	127 100%	124 100%	98 100%	270 100%	624 100%	290 100%	388 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 32

Q2_3 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Video streaming service (e.g., Netflix, Disney+, Hulu)

Base: Ever Use Video Streaming Service

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1561	577	286	210	428	442	432	687	928	633	697	864	624	937	1070	431	804	757	182	154	1083
Weighted Base	1572	423	254	221	620	494	495	582	956	616	743	829	639	933	1103	410	775	797	291	187	895
More often	749 48%	187 44%	125 49%	107 48%	313 50%	205 42%	236 48%	307 53%	468 49%	280 45%	369 50%	379 46%	331 52%	418 45%	519 47%	207 51%	392 51%	357 45%	145 50%	86 46%	434 48%
About the same	698 44%	190 45%	112 44%	99 45%	265 43%	233 47%	225 45%	241 41%	402 42%	296 48%	303 41%	395 48%	242 38%	457 49%	511 46%	167 41%	332 43%	366 46%	128 44%	80 43%	401 45%
Less often	125 8%	46 11%	16 6%	15 7%	42 7%	56 11%	35 7%	34 6%	85 9%	40 6%	70 9%	55 7%	67 10%	58 6%	73 7%	36 9%	51 7%	74 9%	18 6%	21 11%	61 7%
Sigma	1572 100%	423 100%	254 100%	221 100%	620 100%	494 100%	495 100%	582 100%	956 100%	616 100%	743 100%	829 100%	639 100%	933 100%	1103 100%	410 100%	775 100%	797 100%	291 100%	187 100%	895 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 33

Q2_4 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Audio streaming service (e.g., Apple Music, Spotify, Pandora)

Base: Ever Use Audio Streaming Service

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1323	648	675	556	271	199	148	149	269	143	100	62	74	287	128	99	86	75	277	543	230	273
Weighted Base	1331	671	660	544	289	218	158*	122*	265	150*	119*	74*	62*	279	139*	99*	83*	60*	228	541	241	322
More often	487 37%	270 40% C	216 33%	220 40% GH	122 42% GH	77 35% H	44 28%	24 19%	120 45% Lmn	68 45% Lm	47 39% I	18 24%	18 29% R	100 36% R	54 39% R	30 30% R	27 32% R	5 9%	81 35%	192 35%	90 37%	124 39%
About the same	678 51%	317 47%	360 55% B	239 44%	140 49%	127 58% De	103 65% DE	69 56% D	101 38%	65 43%	65 54% I	52 69% IJ	34 55% I	137 49% I	75 54%	62 63% n	51 62%	34 58%	122 54%	283 52%	117 49%	155 48%
Less often	167 13%	83 12%	84 13%	86 16% EFG	27 9%	15 7%	10 7%	29 24% dEFG	44 17% K	17 12%	8 6%	5 7%	9 15%	42 15% o	10 7%	7 7%	5 6% NOPQm	20 33%	25 11%	66 12%	33 14%	42 13%
Sigma	1331 100%	671 100%	660 100%	544 100%	289 100%	218 100%	158 100%	122 100%	265 100%	150 100%	119 100%	74 100%	62 100%	279 100%	139 100%	99 100%	83 100%	60 100%	228 100%	541 100%	241 100%	322 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 34

Q2_4 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Audio streaming service (e.g., Apple Music, Spotify, Pandora)

Base: Ever Use Audio Streaming Service

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1323	483	236	181	362	379	362	582	838	485	644	679	576	747	896	369	660	663	169	141	884
Weighted Base	1331	365	212	191	512	416	428	487	855	476	676	655	582	749	912	360	618	713	260	167*	721
More often	487 37%	113 31%	85 40% b	59 31%	223 43% BD	143 34%	143 33%	201 41% fg	352 41% J	134 28%	301 45% L	186 28%	261 45% N	225 30%	350 38%	121 34%	227 37%	259 36%	106 41%	58 35%	251 35%
About the same	678 51%	191 52%	110 52%	108 56% e	233 45%	209 50%	230 54%	239 49%	408 48% I	270 57%	284 42%	394 60% K	251 43%	426 57% M	453 50%	193 54%	324 52%	354 50%	115 44%	84 50%	404 56% S
Less often	167 13%	61 17% Ce	16 8%	25 13%	57 11%	65 16% H	56 13%	46 10%	95 11%	72 15% i	91 13%	76 12%	70 12%	97 13%	108 12%	47 13%	67 11%	100 14%	38 15% u	25 15% u	67 9%
Sigma	1331 100%	365 100%	212 100%	191 100%	512 100%	416 100%	428 100%	487 100%	855 100%	476 100%	676 100%	655 100%	582 100%	749 100%	912 100%	360 100%	618 100%	713 100%	260 100%	167 100%	721 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 35

Q2_5 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)

Base: Ever Use Multi-Brand E-Commerce

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1774	830	944	546	297	249	279	403	270	150	114	105	191	276	147	135	174	212	376	705	331	362
Weighted Base	1762	856	906	548	310	287	279	338	278	157	141*	126*	153	270	152*	145*	153	185	322	673	346	421
More often	580 33%	267 31%	312 34%	154 28%	134 43% DgH	102 36% d	94 34%	95 28%	70 25%	72 46% llM	49 35%	39 31%	37 24%	84 31%	62 41%	53 36%	55 36%	58 31%	103 32%	214 32%	114 33%	148 35%
About the same	964 55%	490 57%	474 52%	303 55% E	134 43%	155 54% E	159 57% E	213 63% dEf	156 56% J	64 41%	83 59% J	81 64% Jq	106 69% lJr	147 54%	70 46%	72 50%	78 51%	107 58% o	183 57%	377 56%	195 56%	209 50%
Less often	218 12%	98 12%	119 13%	91 17% FGH	42 14%	29 10%	25 9%	30 9%	53 19% KLM	22 14% kLm	9 6%	6 5%	10 6%	39 14%	20 13%	20 14% k	20 13% l	20 11%	36 11%	82 12%	37 11%	63 15%
Sigma	1762 100%	856 100%	906 100%	548 100%	310 100%	287 100%	279 100%	338 100%	278 100%	157 100%	141 100%	126 100%	153 100%	270 100%	152 100%	145 100%	153 100%	185 100%	322 100%	673 100%	346 100%	421 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 36

Q2_5 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)

Base: Ever Use Multi-Brand E-Commerce

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1774	661	341	230	460	480	510	784	970	804	692	1082	619	1155	1262	448	930	844	178	157	1280
Weighted Base	1762	492	285	240	670	527	580	655	1012	750	742	1019	636	1126	1263	431	887	874	282	198	1050
More often	580 33%	115 23%	81 29%	88 37% B	276 41% BC	120 23%	193 33% F	266 41% FG	360 36% J	220 29%	249 34%	330 32%	243 38% N	337 30%	419 33%	140 33%	339 38% R	241 28%	98 35%	56 28%	365 35%
About the same	964 55%	284 58% E	185 65% bdE	132 55%	324 48%	312 59% H	320 55%	332 51%	528 52%	437 58% I	391 53%	574 56%	316 50%	648 58% M	715 57%	221 51%	468 53%	496 57%	145 51%	105 53%	583 56%
Less often	218 12%	93 19% CDE	18 6%	20 8%	70 10%	95 18% GH	67 12%	56 9%	124 12%	94 13%	103 14%	115 11%	77 12%	141 13%	128 10%	70 16% O	80 9%	138 16% Q	39 14%	37 19% U	101 10%
Sigma	1762 100%	492 100%	285 100%	240 100%	670 100%	527 100%	580 100%	655 100%	1012 100%	750 100%	742 100%	1019 100%	636 100%	1126 100%	1263 100%	431 100%	887 100%	874 100%	282 100%	198 100%	1050 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 37

Q2_6 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Fintech service (e.g., PayPal, Venmo, Cash App)

Base: Ever Use Fintech Service

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1464	707	757	534	290	213	203	224	262	150	104	83	108	272	140	109	120	116	297	599	259	309
Weighted Base	1490	749	741	538	309	238	223	182	268	161	126*	106*	89*	270	148*	112*	118*	93*	246	594	278	372
More often	397 27%	182 24%	215 29%	186 35% GH	89 29% gH	68 29% gH	43 19% H	12 6%	90 34% LM	44 27% LM	33 26% LM	13 12% m	3 3%	96 35% R	46 31% R	35 31% R	30 26% RI	9 10%	64 26%	165 28%	69 25%	99 27%
About the same	903 61%	466 62%	437 59%	272 51%	169 55%	149 63% D	162 73% DEf	151 83% DEFG	132 49%	87 54%	84 67% I	83 79% IJ	80 89% JKr	140 52%	81 55%	65 58%	78 67% N	72 77% NOP	148 60%	351 59%	188 68% Tv	216 58%
Less often	190 13%	101 14%	88 12%	80 15% fg	51 17% FG	21 9%	18 8%	19 11%	46 17% Km	30 19% Km	9 7%	9 9%	7 8%	34 13%	21 14%	12 11%	9 8%	12 13%	35 14% U	78 13% U	20 7%	57 15% U
Sigma	1490 100%	749 100%	741 100%	538 100%	309 100%	238 100%	223 100%	182 100%	268 100%	161 100%	126 100%	106 100%	89 100%	270 100%	148 100%	112 100%	118 100%	93 100%	246 100%	594 100%	278 100%	372 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 38

Q2_6 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Fintech service (e.g., PayPal, Venmo, Cash App)

Base: Ever Use Fintech Service

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1464	543	264	190	410	414	412	638	881	583	653	811	585	879	992	414	748	716	171	152	1001
Weighted Base	1490	406	234	203	597	467	478	544	917	572	705	785	602	887	1028	402	714	775	270	191	829
More often	397 27%	117 29%	56 24%	46 23%	167 28%	122 26%	117 25%	158 29%	273 30%	124 22%	229 32%	168 21%	199 33%	199 22%	268 26%	113 28%	179 25%	218 28%	82 30%	69 36%	199 24%
About the same	903 61%	224 55%	148 63%	136 67%	361 60%	276 59%	303 63%	324 60%	533 58%	369 65%	372 53%	531 68%	316 52%	587 66%	632 61%	242 60%	459 64%	444 57%	151 56%	101 53%	543 66%
Less often	190 13%	65 16%	30 13%	20 10%	69 12%	69 15%	58 12%	62 11%	111 12%	79 14%	104 15%	86 11%	88 15%	102 11%	128 12%	46 12%	76 11%	114 15%	37 14%	21 11%	86 10%
Sigma	1490 100%	406 100%	234 100%	203 100%	597 100%	467 100%	478 100%	544 100%	917 100%	572 100%	705 100%	785 100%	602 100%	887 100%	1028 100%	402 100%	714 100%	775 100%	270 100%	191 100%	829 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 39

Q2_7 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Transportation (e.g., Uber, Lyft, Via)

Base: Ever Use Transportation

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	874	494	380	410	209	116	77	62	223	128	73	38	32	187	81	43	39	30	193	335	138	208
Weighted Base	924	524	399	423	219	140*	90*	52*	228	131*	93*	49**	23**	195	88*	47*	41**	28**	179	346	147*	251
More often	160 17%	98 19%	62 16%	91 22% GH	41 19% GH	22 16% gH	4 5%	1 2%	52 23%	27 21%	18 20%	* 1%	1 3%	39 20%	14 16%	4 9%	4 10%	* 2%	26 14%	69 20%	22 15%	44 17%
About the same	398 43%	217 41%	181 45%	184 44%	85 39%	67 47%	37 41%	25 48%	92 40%	50 38%	48 51%	16 33%	11 46%	92 47%	35 40%	19 40%	21 51%	14 49%	61 34%	148 43%	78 53% S	110 44%
Less often	366 40%	209 40%	157 39%	147 35%	93 42%	51 37%	48 54% DF	26 50% d	84 37%	54 41%	27 29%	32 66%	12 51%	64 33%	39 44%	24 52% nK	16 39%	14 50%	93 52% TUV	129 37%	47 32%	97 39%
Sigma	924 100%	524 100%	399 100%	423 100%	219 100%	140 100%	90 100%	52 100%	228 100%	131 100%	93 100%	49 100%	23 100%	195 100%	88 100%	47 100%	41 100%	28 100%	179 100%	346 100%	147 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 40

Q2_7 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Transportation (e.g., Uber, Lyft, Via)

Base: Ever Use Transportation

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	874	301	140	109	297	223	213	438	619	255	473	401	429	445	593	245	427	447	137	103	536
Weighted Base	924	232	132*	118*	416	283	263	378	650	274	512	412	437	487	616	264	414	509	198*	118*	467
More often	160 17%	28 12%	20 15%	26 22% B	87 21% B	41 14%	46 17%	74 19%	119 18%	41 15%	120 23% L	41 10%	90 21% n	70 14%	125 20% P	29 11%	71 17%	89 18%	41 21%	28 24% U	66 14%
About the same	398 43%	119 51% E	67 50% E	52 44%	152 36%	141 50% H	119 45% h	137 36%	283 44%	114 42%	208 41%	189 46%	190 44%	208 43%	251 41%	130 49% o	170 41%	228 45%	87 44%	58 49%	203 43%
Less often	366 40%	85 37%	45 34%	41 34%	178 43%	101 36%	98 37%	167 44% f	248 38%	118 43%	183 36%	182 44% K	157 36%	209 43% m	240 39%	105 40%	173 42%	193 38%	69 35%	32 27%	199 42%
Sigma	924 100%	232 100%	132 100%	118 100%	416 100%	283 100%	263 100%	378 100%	650 100%	274 100%	512 100%	412 100%	437 100%	487 100%	616 100%	264 100%	414 100%	509 100%	198 100%	118 100%	467 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 41

Q2_8 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Food delivery service (e.g., Seamless, DoorDash, Postmates)

Base: Ever Use Food Delivery Service

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1033	546	487	470	233	155	97	78	245	135	80	45	41	225	98	75	52	37	217	406	177	233
Weighted Base	1087	585	502	483	243	181	106*	73*	252	139*	98*	55*	41**	231	104*	83*	51*	32**	192	419	194	282
More often	402 37%	224 38%	178 35%	158 33%	103 42% dh	76 42%	45 42%	20 28%	81 32%	62 44% i	47 47% l	24 44%	11 28%	78 34%	41 40%	29 35%	21 40%	9 28%	82 43% tu	143 34%	63 32%	114 41%
About the same	496 46%	261 45%	235 47%	235 49% E	92 38%	80 44%	49 46%	40 54% e	119 47%	51 37%	40 41%	27 50%	23 56%	116 50%	41 40%	40 48%	22 42%	17 52%	84 44%	204 49%	91 47%	117 41%
Less often	189 17%	100 17%	89 18%	89 18%	49 20%	25 14%	13 12%	13 18%	52 21% l	27 19% l	11 11%	4 7%	7 16%	37 16%	22 21%	14 17%	9 18%	7 21%	26 14%	72 17%	40 21%	51 18%
Sigma	1087 100%	585 100%	502 100%	483 100%	243 100%	181 100%	106 100%	73 100%	252 100%	139 100%	98 100%	55 100%	41 100%	231 100%	104 100%	83 100%	51 100%	32 100%	192 100%	419 100%	194 100%	282 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 42

Q2_8 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount?

Food delivery service (e.g., Seamless, DoorDash, Postmates)

Base: Ever Use Food Delivery Service

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1033	361	177	132	328	280	260	493	719	314	545	488	497	536	684	301	499	534	147	123	646
Weighted Base	1087	276	169*	145*	463	342	310	435	754	333	595	492	516	571	720	315	484	603	223*	151*	548
More often	402 37%	86 31%	68 40%	57 39%	185 40% B	97 28%	115 37% f	190 44% F	296 39% j	106 32%	223 38%	179 36%	212 41% N	190 33%	293 41% P	101 32%	199 41% R	203 34%	79 35%	49 33%	235 43% t
About the same	496 46%	138 50%	82 49%	63 43%	200 43%	167 49%	145 47%	184 42%	331 44%	165 50%	266 45%	230 47%	222 43%	274 48%	309 43%	164 52% O	200 41%	296 49% Q	108 48%	70 47%	235 43%
Less often	189 17%	52 19% c	19 11%	25 17%	78 17%	78 23% H	49 16%	62 14%	127 17%	62 19%	105 18%	84 17%	83 16%	106 19%	118 16%	49 16%	85 18%	104 17%	37 16%	31 21%	77 14%
Sigma	1087 100%	276 100%	169 100%	145 100%	463 100%	342 100%	310 100%	435 100%	754 100%	333 100%	595 100%	492 100%	516 100%	571 100%	720 100%	315 100%	484 100%	603 100%	223 100%	151 100%	548 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 43

Q3 Which of the following are reasons why you have used products or services from technology companies less often over the past 12 months? Please select all that apply.

Base: Use Products/Services Of Listed Tech Companies Less Often

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	835	407	428	339	155	102	106	133	183	75	43	43	63	156	80	59	63	70	174	323	148	190
Weighted Base	866	427	439	339	167*	122*	117*	121*	189*	82*	51*	55*	51*	150*	86*	71*	62*	70*	163	323	155*	224
To save money	425 49%	206 48%	219 50%	164 49%	72 43%	66 55%	72 62% dEH	49 41%	91 48%	39 47%	25 48%	30 55%	21 42%	73 49%	34 39%	42 59%	42 68% NOR	28 40%	71 43%	170 53%	76 49%	107 48%
To cut down on time spent using technology or online	255 29%	135 32%	120 27%	92 27%	57 34%	40 33%	32 28%	33 27%	57 30%	32 39%	14 28%	17 31%	15 29%	35 23%	26 30%	26 37%	16 25%	18 26%	51 31%	96 30%	43 28%	64 29%
I no longer enjoy using the product or service	160 18%	91 21%	69 16%	71 21%	41 25% Gh	25 21% G	7 6%	15 13%	39 21% L	29 36% ILMO	14 28% L	2 4%	6 12%	32 22% Q	12 14%	11 16%	4 7%	9 13%	36 22%	52 16%	31 20%	41 18%
Inconvenient to use	130 15%	75 18%	56 13%	66 20% G	25 15% g	15 13%	7 6%	17 14%	38 20% N	18 21% o	8 16%	4 8%	7 14%	28 19% Q	8 9%	7 11%	2 4%	10 14%	27 16% u	55 17% U	12 8%	37 17% u
Found a replacement	124 14%	80 19% C	45 10%	49 14% DFGH	42 25% g	11 9%	9 8%	14 12%	36 19% N	25 31% kL	7 14%	4 7%	8 15%	13 9% nP	17 20% P	3 5%	5 9%	6 9%	25 15%	53 16%	18 12%	28 13%
I didn't like the company's reaction to a recent social issue or current event	122 14%	68 16%	54 12%	58 17% F	22 13%	9 7%	20 17% f	13 11%	34 18%	7 10%	5 10%	14 25% J	9 18%	24 16% p	15 18% p	4 5%	6 10%	4 6%	25 15%	47 15%	21 14%	28 12%
Company misdeed (e.g., harassment, discrimination, leadership involved in a scandal)	108 12%	68 16% C	40 9%	50 15% H	36 22% FGH	11 9% h	9 8%	3 2%	29 15% M	26 32% IKIMO	5 10%	7 13% m	1 1%	20 14% r	10 11%	6 8%	2 4%	2 3%	27 16% T	28 9%	26 17% T	28 13%
Other	97 11%	36 9% b	60 14% b	32 9%	14 8%	14 11%	10 9%	27 22% DEFG	17 9%	2 2%	3 6%	5 9%	10 21% iJk	15 10%	12 14% J	11 15%	6 9%	17 24% n	16 10%	25 8%	24 16% T	32 14% t
Sigma	1421 164%	758 178%	663 151%	582 172%	310 185%	191 157%	167 143%	171 142%	341 181%	177 216%	81 159%	83 151%	76 151%	241 161%	133 155%	110 156%	84 136%	94 134%	276 169%	526 163%	252 163%	366 163%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 44

Q3 Which of the following are reasons why you have used products or services from technology companies less often over the past 12 months? Please select all that apply.

Base: Use Products/Services Of Listed Tech Companies Less Often

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	835	339	150	101	204	264	225	346	489	346	365	470	315	520	562	232	387	448	112	84	542
Weighted Base	866	267	129*	110*	314	297	275	293	514	351	395	471	326	540	584	232	387	479	169*	104*	445
To save money	425 49%	143 53% e	68 53%	53 48%	137 44%	145 49%	144 52%	136 46%	249 48%	176 50%	176 45%	249 53% k	142 43%	283 53% M	283 48%	122 52%	175 45%	250 52%	88 52%	51 49%	217 49%
To cut down on time spent using technology or online	255 29%	80 30%	36 28%	24 22%	107 34% d	70 23%	86 31%	99 34% F	160 31%	94 27%	120 31%	134 28%	102 31%	153 28%	180 31%	67 29%	111 29%	144 30%	57 34% t	20 19%	137 31% t
I no longer enjoy using the product or service	160 18%	48 18%	24 19%	30 27% e	51 16%	64 22%	45 16%	50 17%	102 20%	58 17%	93 24% L	66 14%	87 27% N	73 14%	107 18%	35 15%	77 20%	83 17%	32 19%	26 25%	75 17%
Inconvenient to use	130 15%	46 17%	14 11%	14 12%	53 17%	44 15%	32 12%	54 18% g	100 19% J	31 9%	80 20% L	51 11%	68 21% N	62 12%	91 16%	36 16%	64 17%	66 14%	24 14%	10 10%	67 15%
Found a replacement	124 14%	34 13%	15 12%	13 12%	56 18%	45 15% g	23 8%	56 19% G	91 18% J	34 10%	73 18% L	51 11%	67 21% N	57 11%	80 14%	43 18%	63 16%	61 13%	33 20% U	17 16%	48 11%
I didn't like the company's reaction to a recent social issue or current event	122 14%	33 12%	17 13%	14 13%	56 18%	31 10%	35 13%	56 19% F	82 16%	39 11%	49 13%	72 15%	43 13%	78 15%	86 15%	31 14%	68 17% R	54 11%	32 19%	11 10%	59 13%
Company misdeed (e.g., harassment, discrimination, leadership involved in a scandal)	108 12%	27 10%	11 9%	14 12%	55 18% bc	31 10%	28 10%	50 17% fg	89 17% J	20 6%	73 18% L	35 8%	61 19% N	47 9%	75 13% r	32 14%	60 16% r	48 10%	26 15%	18 18%	51 11%
Other	97 11%	34 13%	15 12%	8 8%	27 8%	42 14%	28 10%	26 9%	33 6%	64 18% l	32 8%	65 14% K	22 7%	75 14% M	60 10%	19 8%	41 11%	56 12%	11 7%	9 8%	55 12%
Sigma	1421 164%	444 166%	201 156%	170 155%	541 172%	473 159%	421 153%	527 180%	905 176%	516 147%	697 177%	724 154%	592 181%	829 154%	962 165%	386 166%	659 170%	762 159%	303 180%	162 155%	710 160%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 45

Q4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Summary Of Too Many

Base: All Respondents

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Social media (e.g., Facebook, Instagram, Twitter)	748 36%	392 40% C	357 33%	163 27%	126 36% D	126 37% D	103 31%	230 53% DEFG	96 32% N	72 42% io	61 37%	55 36%	107 55% IJKL	67 22%	54 31% n	65 37% Nq	48 26%	123 51% NOPQ	120 33%	277 35%	168 38%	184 38%
Video streaming service (e.g., Netflix, Disney+, Hulu)	666 32%	331 33%	335 31%	150 25%	108 31% d	114 33% D	108 32% d	185 42% DEFG	70 23%	64 37% lo	51 30%	53 34% i	93 47% IKI	80 26%	44 25%	63 37% no	55 31%	92 38% NO	122 34%	251 32%	151 35%	142 30%
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	568 27%	302 30% C	266 25%	136 22%	86 25%	87 26%	83 25%	175 40% DEFG	80 26% n	51 30% o	41 25%	42 28%	87 44% IJKL	56 18%	35 20%	46 27% n	41 23%	88 36% NOpQ	111 30%	219 28%	117 27%	122 25%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	541 26%	287 29% C	254 24%	142 23%	87 25%	84 25%	86 26%	141 32% Def	81 27%	49 29%	40 24%	44 29%	73 37% IKr	61 20%	39 22%	44 26%	42 23%	68 28% n	92 25%	207 26%	118 27%	123 26%
Fintech service (e.g., PayPal, Venmo, Cash App)	438 21%	224 23%	214 20%	106 17%	64 18%	91 27% DeG	51 15%	127 29% DEG	55 18%	36 21%	38 23%	25 16%	69 35% IJKLR	51 17%	27 16%	52 30% NOQ	26 14%	57 24% q	74 20%	156 20%	104 24%	103 22%
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	400 19%	202 20%	198 18%	121 20% G	82 24% G	72 21% G	39 12%	86 20% G	66 22% L	46 27% L	30 18%	14 9%	46 23% L	55 18%	36 20%	42 24% q	25 14%	40 17%	79 22% u	168 21% U	67 15%	86 18%
Transportation service (e.g., Uber, Lyft, Via)	396 19%	200 20%	195 18%	116 19%	51 15%	65 19%	55 16%	109 25% dEG	55 18%	25 15%	28 17%	29 19%	63 32% IJKLR	60 20%	26 15%	38 22%	26 14%	45 19%	75 21%	153 19%	84 19%	83 17%
Search engine (e.g., Google, Bing, DuckDuckGo)	386 19%	211 21% C	175 16%	135 22% G	70 20% G	60 17%	40 12%	82 19% G	74 25% L	46 27% LO	36 21% L	11 7%	44 22% L	60 20%	24 14%	24 14%	29 16% I	38 16%	70 19%	137 17%	83 19%	96 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 46

Q4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Summary Of Too Many

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Social media (e.g., Facebook, Instagram, Twitter)	748 36%	207 33%	114 34%	94 36%	292 41% Bc	196 28%	230 34% f	322 46% FG	390 35%	358 37%	264 33%	484 38% k	233 34%	516 37%	572 40% P	147 27%	417 42% R	331 31%	57 18%	72 30% S	522 42% ST
Video streaming service (e.g., Netflix, Disney+, Hulu)	666 32%	191 30%	109 32%	86 33%	247 35%	186 27%	214 32%	266 38% Fg	339 31%	327 34%	219 27%	447 35% K	199 29%	467 34%	490 34% P	146 27%	364 37% R	301 28%	83 26%	49 21%	447 36% ST
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	568 27%	175 28%	85 25%	66 25%	218 30%	172 25%	180 27%	216 31% F	284 26%	284 29%	196 24%	372 29% k	167 25%	401 29%	419 29% p	130 24%	292 30% f	276 25%	58 18%	52 22%	385 31% ST
Food delivery service (e.g., Seamless, DoorDash, Postmates)	541 26%	160 25%	85 25%	64 24%	198 28%	156 22%	176 26%	209 30% F	297 27%	243 25%	203 25%	338 27%	176 26%	364 26%	410 29% P	110 20%	272 28%	269 25%	72 23%	42 18%	347 28% T
Fintech service (e.g., PayPal, Venmo, Cash App)	438 21%	134 21%	71 21%	56 21%	149 21%	135 19%	120 18%	183 26% FG	224 20%	214 22%	159 20%	279 22%	140 21%	297 21%	325 23% P	92 17%	217 22%	220 20%	48 15%	31 13%	299 24% ST
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	400 19%	115 18%	49 14%	47 16%	169 24% bc	131 19%	114 17%	155 22% g	239 22% J	160 17%	187 23% L	213 17%	161 24% N	239 17%	282 20%	102 19%	205 21%	194 18%	45 14%	56 24% S	249 20% T
Transportation service (e.g., Uber, Lyft, Via)	396 19%	122 19%	55 16%	54 21%	142 20%	135 19%	119 18%	141 20%	200 18%	195 20%	167 21%	229 18%	146 22%	250 18%	295 21% p	86 16%	205 21%	191 18%	52 16%	37 15%	257 21% T
Search engine (e.g., Google, Bing, DuckDuckGo)	386 19%	105 17%	51 15%	53 20%	160 22% BC	127 18%	95 14%	164 23% fg	233 21% J	153 16%	186 23% L	200 16%	165 24% N	221 16%	287 20% p	85 16%	212 22% R	174 16%	54 17%	39 17%	244 19% T

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 47

Q4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Summary Of Just The Right Amount

Base: All Respondents

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Search engine (e.g., Google, Bing, DuckDuckGo)	1447 70%	671 68%	776 72% b	392 64%	222 65%	246 72% d	261 78% DE	325 74% DE	181 60%	107 63%	115 68%	127 83% IJKM	140 71% l	211 69% i	115 66%	131 76%	134 74%	185 76% o	257 71%	552 70%	312 72%	326 68%
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	1391 67%	637 64%	754 70% B	375 62%	213 62%	232 68%	261 78% DEFh	310 71% DE	162 54%	106 62%	114 68% l	120 78% IJ	134 68% l	213 69% l	107 61%	118 68%	141 78% O	176 73% o	240 66%	520 66%	320 73% sTV	310 65%
Fintech service (e.g., PayPal, Venmo, Cash App)	1383 67%	649 66%	734 68%	393 65%	238 69%	220 64%	254 76% DFH	278 63%	187 62%	112 66%	116 69%	117 76% IM	117 60%	206 67%	126 72% p	104 60%	137 76% Pr	161 66%	247 68%	523 66%	300 69%	313 65%
Transportation service (e.g., Uber, Lyft, Via)	1344 65%	635 64%	709 66%	379 62%	223 65%	218 64%	239 71% D	284 65%	178 59%	117 68%	111 66%	110 72% i	120 61%	201 66%	107 61%	107 62%	129 71%	165 68%	239 66%	483 61%	308 71% T	313 65%
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	1271 61%	570 58%	701 65% B	378 62% H	227 66% H	225 66% H	221 66% H	220 50%	159 53%	104 61% m	116 69% IM	94 62% m	97 49%	218 71% Rl	123 71% R	109 63% r	127 70% R	123 51%	213 59%	490 62%	286 66% s	281 59%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	1233 60%	564 57%	669 62% b	361 59%	208 60%	202 59%	204 61%	259 59%	168 56%	97 57%	104 62%	84 55%	111 57%	193 63%	111 64%	98 56%	120 66%	147 61%	216 59%	452 57%	276 63% t	288 60%
Video streaming service (e.g., Netflix, Disney+, Hulu)	1178 57%	547 55%	631 59%	358 59% H	204 59% H	192 56%	202 60% H	221 50%	174 58% m	92 54%	100 59% m	89 58%	92 47%	184 60%	113 65% pr	93 54%	112 62%	129 53%	198 54%	461 58%	236 54%	283 59%
Social media (e.g., Facebook, Instagram, Twitter)	1126 54%	510 52%	615 57% B	372 61% H	190 55% H	191 56% H	197 59% H	175 40%	171 57% M	85 50%	91 54% M	85 55% M	79 40%	201 65% Rl	105 60% R	100 58% R	113 62% R	96 40%	213 58% v	438 55%	235 54%	240 50%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 48

Q4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Summary Of Just The Right Amount

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Search engine (e.g., Google, Bing, DuckDuckGo)	1447 70%	458 73%	251 74%	170 65%	478 67%	482 70%	486 72%	478 68%	754 68%	693 72%	519 65%	928 73%	433 64%	1014 73%	1000 70%	391 72%	692 70%	754 70%	227 72%	160 68%	901 72%
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	1391 67%	423 67%	244 72%	171 65%	462 65%	448 65%	468 69%	475 68%	727 66%	664 69%	499 62%	892 70%	427 63%	964 69%	970 68%	365 67%	672 68%	719 66%	203 64%	139 59%	880 70%
Fintech service (e.g., PayPal, Venmo, Cash App)	1383 67%	418 66%	236 70%	174 66%	473 66%	459 66%	470 70%	454 65%	731 66%	653 68%	514 64%	869 68%	442 65%	941 68%	940 66%	390 72%	674 68%	709 65%	222 70%	158 67%	845 67%
Transportation service (e.g., Uber, Lyft, Via)	1344 65%	383 61%	230 68%	166 63%	484 68%	420 61%	443 66%	481 69%	743 67%	601 62%	482 60%	862 68%	420 62%	924 66%	949 66%	347 64%	656 67%	688 63%	207 66%	133 56%	862 69%
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	1271 61%	389 62%	226 67%	158 60%	415 58%	416 60%	415 62%	440 63%	704 64%	567 59%	500 63%	771 61%	428 63%	843 61%	866 60%	351 64%	610 62%	661 61%	196 62%	148 62%	782 62%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	1233 60%	380 60%	208 62%	159 61%	421 59%	421 61%	405 60%	407 58%	667 61%	566 59%	465 58%	768 61%	393 58%	840 60%	831 58%	352 65%	597 61%	635 59%	178 56%	143 60%	773 62%
Video streaming service (e.g., Netflix, Disney+, Hulu)	1178 57%	373 59%	193 57%	154 59%	387 54%	392 57%	396 59%	390 56%	649 59%	529 55%	477 60%	701 55%	385 57%	793 57%	808 56%	329 60%	544 55%	634 58%	199 63%	144 61%	706 56%
Social media (e.g., Facebook, Instagram, Twitter)	1126 54%	366 58%	182 54%	139 53%	367 51%	418 60%	372 55%	336 48%	627 57%	498 52%	449 56%	676 53%	375 55%	751 54%	723 51%	350 64%	499 51%	627 58%	218 69%	142 60%	640 51%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 49

Q4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Summary Of Not Enough

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Transportation service (e.g., Uber, Lyft, Via)	329 16%	155 16%	174 16%	114 19% GH	70 20% GH	59 17% H	41 12%	46 10%	68 23% LMn	29 17% M	30 18% M	15 10%	14 7%	46 15%	42 24% nqR	29 17%	26 14%	32 13% m	49 13%	154 20% SU	44 10%	82 17% U
Food delivery service (e.g., Seamless, DoorDash, Postmates)	295 14%	140 14%	155 14%	106 17% H	49 14% H	56 16% H	46 14% h	39 9%	53 18% M	25 15% M	24 14% M	26 17% M	12 6%	53 17% r	25 14% r	31 18% r	20 11%	26 11%	55 15% U	131 17% U	42 10%	67 14%
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	279 13%	152 15% c	126 12%	113 19% FGH	50 14% h	38 11%	35 10%	43 10%	73 24% JKLMN	18 11%	24 14%	20 13%	17 9%	40 13% PQr	32 18% PQr	14 8%	15 8%	26 11%	44 12%	102 13%	49 11%	83 17% sU
Fintech service (e.g., PayPal, Venmo, Cash App)	248 12%	117 12%	131 12%	110 18% eFGH	43 12% h	31 9%	30 9%	34 8%	59 20% KLM	22 13% M	14 9%	12 8%	10 5%	50 16% r	21 12% r	17 10%	18 10%	24 10% m	43 12% u	111 14% U	31 7%	63 13% U
Search engine (e.g., Google, Bing, DuckDuckGo)	236 11%	109 11%	127 12%	82 14% H	53 15% H	36 11%	34 10%	32 7%	47 15% M	17 10%	18 10%	15 10%	12 6%	36 12% NpQRJ	35 20% J	19 11%	18 10%	19 8%	37 10%	101 13%	41 9%	57 12%
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	230 11%	118 12%	111 10%	95 16% EFGH	31 9%	30 9%	30 9%	43 10%	63 21% JKIMN	15 9%	11 7%	17 11%	12 6%	33 11% P	16 9%	18 10%	13 7%	31 13% m	40 11%	81 10%	33 7%	76 16% sTU
Video streaming service (e.g., Netflix, Disney+, Hulu)	225 11%	113 11%	112 10%	101 17% EFGH	33 9%	35 10%	25 7%	32 7%	57 19% JKLM	15 9%	18 11%	11 7%	11 6%	43 14% q	17 10%	17 10%	13 7%	21 9%	44 12%	78 10%	49 11%	54 11%
Social media (e.g., Facebook, Instagram, Twitter)	195 9%	89 9%	106 10%	74 12% fh	29 8%	24 7%	35 10%	33 8%	35 11% m	13 8%	16 9%	14 9%	11 5%	39 13% P	16 9%	8 5%	21 11% p	22 9%	31 8%	75 10%	34 8%	55 12%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 50

Q4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Summary Of Not Enough

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Transportation service (e.g., Uber, Lyft, Via)	329 16%	126 20% E	52 15%	42 16%	89 12%	139 20% H	111 17% H	79 11%	159 14%	171 18%	151 19% L	178 14%	111 16%	219 16%	188 13%	111 20% O	123 13%	206 19% Q	57 18% U	68 28% SU	133 11%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	295 14%	91 14%	44 13%	40 15%	96 13%	117 17% H	93 14%	85 12%	138 12%	158 16% I	132 17% I	163 13%	107 16%	188 13%	191 13%	83 15%	115 12%	180 17% Q	66 21% U	53 22% U	132 11%
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	279 13%	93 15%	45 13%	44 17%	85 12%	115 17% H	92 14%	72 10%	136 12%	142 15%	114 14%	164 13%	89 13%	189 14%	180 13%	77 14%	107 11%	171 16% Q	68 22% U	42 18% U	123 10%
Fintech service (e.g., PayPal, Venmo, Cash App)	248 12%	79 13%	30 9%	32 12%	94 13%	99 14% H	84 13%	64 9%	148 13% J	100 10%	127 16% L	121 10%	94 14%	154 11%	167 12%	62 11%	93 9%	155 14% Q	46 14% U	48 20% U	109 9%
Search engine (e.g., Google, Bing, DuckDuckGo)	236 11%	68 11%	35 10%	40 15%	78 11%	84 12% H	93 14% H	59 8%	116 11%	120 12%	95 12% L	141 11%	79 12%	158 11%	145 10%	67 12%	80 8%	156 14% Q	36 11%	38 16% U	108 9%
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	230 11%	67 11%	27 8%	38 14% C	82 12%	106 15% H	78 12% H	45 6%	114 10%	116 12%	104 13% I	126 10%	81 12%	148 11%	147 10%	63 12%	83 8%	147 14% Q	62 20% U	38 16% U	85 7%
Video streaming service (e.g., Netflix, Disney+, Hulu)	225 11%	67 11%	36 11%	22 9%	82 11%	116 17% GH	64 9%	46 6%	115 10%	110 11%	104 13% L	120 9%	93 14% N	132 9%	134 9%	69 13% O	76 8%	149 14% Q	35 11%	44 19% SU	100 8%
Social media (e.g., Facebook, Instagram, Twitter)	195 9%	58 9%	41 12% E	29 11%	57 8%	80 12% H	72 11% H	43 6%	85 8%	110 11% I	87 11%	108 9%	69 10%	125 9%	137 10%	46 9%	68 7%	127 12% Q	41 13% U	23 10%	91 7%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 51

Q4. 1 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Search engine (e.g., Google, Bing, DuckDuckGo)

Base: All Respondents

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Too many	386 19%	211 21% C	175 16%	135 22% G	70 20% G	60 17%	40 12%	82 19% G	74 25% L	46 27% LO	36 21% L	11 7%	44 22% L	60 20%	24 14%	24 14%	29 16% I	38 16%	70 19%	137 17%	83 19%	96 20%
Just the right amount	1447 70%	671 68%	776 72% b	392 64%	222 65%	246 72% d	261 78% DE	325 74% DE	181 60%	107 63%	115 68%	127 83% IJKM	140 71% I	211 69% I	115 66%	131 76%	134 74%	185 76% o	257 71%	552 70%	312 72%	326 68%
Not enough	236 11%	109 11%	127 12%	82 14% H	53 15% H	36 11%	34 10%	32 7%	47 15% M	17 10%	18 10%	15 10%	12 6%	36 12% NpQRJ	35 20% J	19 11%	18 10%	19 8%	37 10%	101 13%	41 9%	57 12%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 52

Q4. 1 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Search engine (e.g., Google, Bing, DuckDuckGo)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Too many	386 19%	105 17%	51 15%	53 20%	160 22% BC	127 18%	95 14%	164 23% FG	233 21% J	153 16%	186 23% L	200 16%	165 24% N	221 16%	287 20% p	85 16%	212 22% R	174 16%	54 17%	39 17%	244 19%
Just the right amount	1447 70%	458 73% de	251 74% De	170 65%	478 67%	482 70%	486 72%	478 68%	754 68%	693 72%	519 65%	928 73%	433 64% K	1014 73% M	1000 70%	391 72%	692 70%	754 70%	227 72%	160 68%	901 72%
Not enough	236 11%	68 11%	35 10%	40 15%	78 11%	84 12% h	93 14% H	59 8%	116 11%	120 12%	95 12%	141 11%	79 12%	158 11%	145 10%	67 12%	80 8%	156 14% Q	36 11%	38 16% U	108 9%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 53

Q4. 2 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Social media (e.g., Facebook, Instagram, Twitter)

Base: All Respondents

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Too many	748 36%	392 40% C	357 33%	163 27%	126 36% D	126 37% D	103 31%	230 53% DEFG	96 32% N	72 42% io	61 37%	55 36%	107 55% ijkl	67 22%	54 31% n	65 37% Nq	48 26%	123 51% NOPQ	120 33%	277 35%	168 38%	184 38%
Just the right amount	1126 54%	510 52%	615 57% B	372 61% H	190 55% H	191 56% H	197 59% H	175 40%	171 57% M	85 50%	91 54% M	85 55% M	79 40%	201 65% Ri	105 60% R	100 58% R	113 62% R	96 40%	213 58% v	438 55%	235 54%	240 50%
Not enough	195 9%	89 9%	106 10%	74 12% fh	29 8%	24 7%	35 10%	33 8%	35 11% m	13 8%	16 9%	14 9%	11 5%	39 13% P	16 9%	8 5%	21 11% p	22 9%	31 8%	75 10%	34 8%	55 12%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 54

Q4. 2 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Social media (e.g., Facebook, Instagram, Twitter)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Too many	748 36%	207 33%	114 34%	94 36%	292 41% Bc	196 28%	230 34% f	322 46% FG	390 35%	358 37%	264 33%	484 38% k	233 34%	516 37%	572 40% P	147 27%	417 42% R	331 31%	57 18%	72 30% S	522 42% ST
Just the right amount	1126 54%	366 58% e	182 54%	139 53%	367 51%	418 60% H	372 55% H	336 48%	627 57% j	498 52%	449 56%	676 53%	375 55%	751 54%	723 51%	350 64% O	499 51%	627 58% Q	218 69% U	142 60% u	640 51%
Not enough	195 9%	58 9%	41 12% e	29 11%	57 8%	80 12% H	72 11% H	43 6%	85 8%	110 11%	110 11%	87 9%	108 10%	125 9%	137 10%	46 9%	68 7%	127 12% Q	41 13% U	23 10%	91 7%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 55

Q4. 3 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Video streaming service (e.g., Netflix, Disney+, Hulu)

Base: All Respondents

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Too many	666 32%	331 33%	335 31%	150 25%	108 31% d	114 33% D	108 32% d	185 42% DEFG	70 23%	64 37% lo	51 30%	53 34% i	93 47% IKI	80 26%	44 25%	63 37% no	55 31%	92 38% NO	122 34%	251 32%	151 35%	142 30%
Just the right amount	1178 57%	547 55%	631 59%	358 59% H	204 59% H	192 56%	202 60% H	221 50%	174 58% m	92 54%	100 59% m	89 58%	92 47%	184 60%	113 65% pr	93 54%	112 62%	129 53%	198 54%	461 58%	236 54%	283 59%
Not enough	225 11%	113 11%	112 10%	101 17% EFGH	33 9%	35 10%	25 7%	32 7%	57 19% JKLM	15 9%	18 11%	11 7%	11 6%	43 14% q	17 10%	17 10%	13 7%	21 9%	44 12%	78 10%	49 11%	54 11%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 56

Q4. 3 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Video streaming service (e.g., Netflix, Disney+, Hulu)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Too many	666 32%	191 30%	109 32%	86 33%	247 35%	186 27%	214 32%	266 38% Fg	339 31%	327 34%	219 27%	447 35% K	199 29%	467 34%	490 34% P	146 27%	364 37% R	301 28%	83 26%	49 21%	447 36% ST
Just the right amount	1178 57%	373 59%	193 57%	154 59%	387 54%	392 57%	396 59%	390 56%	649 59%	529 55%	477 60%	701 55%	385 57%	793 57%	808 56%	329 60%	544 55%	634 58%	199 63%	144 61%	706 56%
Not enough	225 11%	67 11%	36 11%	22 9%	82 11%	116 17% GH	64 9%	46 6%	115 10%	110 11%	104 13% L	120 9%	93 14% N	132 9%	134 9%	69 13% o	76 8%	149 14% Q	35 11%	44 19% sU	100 8%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 57

Q4. 4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Audio streaming service (e.g., Apple Music, Spotify, Pandora)

Base: All Respondents

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Too many	568 27%	302 30% C	266 25%	136 22%	86 25%	87 26%	83 25%	175 40% DEFG	80 26% n	51 30% o	41 25%	42 28%	87 44% IJKL	56 18%	35 20%	46 27% n	41 23% NOpQ	88 36%	111 30%	219 28%	117 27%	122 25%
Just the right amount	1271 61%	570 58%	701 65% B	378 62% H	227 66% H	225 66% H	221 66% H	220 50%	159 53%	104 61% m	116 69% IM	94 62% m	97 49%	218 71% RI	123 71% R	109 63% r	127 70% R	123 51%	213 59%	490 62%	286 66% s	281 59%
Not enough	230 11%	118 12%	111 10% EFGH	95 16%	31 9%	30 9%	30 9%	43 10%	63 21% JKIMN	15 9%	11 7%	17 11%	12 6%	33 11%	16 9%	18 11%	13 7%	31 13% m	40 11%	81 10%	33 7%	76 16% sTU
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 58

Q4. 4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Audio streaming service (e.g., Apple Music, Spotify, Pandora)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Too many	568 27%	175 28%	85 25%	66 25%	218 30%	172 25%	180 27%	216 31%	284 26%	284 29%	196 24%	372 29%	167 25%	401 29%	419 29%	130 24%	292 30%	276 25%	58 18%	52 22%	385 31%
Just the right amount	1271 61%	389 62%	226 67%	158 60%	415 58%	416 60%	415 62%	440 63%	704 64%	567 59%	500 63%	771 61%	428 63%	843 61%	866 60%	351 64%	610 62%	661 61%	196 62%	148 62%	782 62%
Not enough	230 11%	67 11%	27 8%	38 14%	82 12%	106 15%	78 12%	45 6%	114 10%	116 12%	104 13%	126 10%	81 12%	148 11%	147 10%	63 12%	83 8%	147 14%	62 20%	38 16%	85 7%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 59

Q4. 5 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)

Base: All Respondents

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Too many	400 19%	202 20%	198 18%	121 20% G	82 24% G	72 21% G	39 12%	86 20% G	66 22% L	46 27% L	30 18%	14 9%	46 23% L	55 18%	36 20%	42 24% q	25 14%	40 17%	79 22% u	168 21% U	67 15%	86 18%
Just the right amount	1391 67%	637 64%	754 70% B	375 62% G	213 62% G	232 68% G	261 78% DEFh	310 71% DE	162 54%	106 62%	114 68% I	120 78% IJ	134 68% I	213 69% I	107 61%	118 68%	141 78% O	176 73% o	240 66%	520 66%	320 73% sTV	310 65%
Not enough	279 13%	152 15% c	126 12%	113 19% FGH	50 14% h	38 11%	35 10%	43 10% JKLMN	24 24% N	18 11%	24 14%	20 13%	17 9%	40 13% PQr	32 18% P	14 8%	15 8%	26 11%	44 12%	102 13%	49 11%	83 17% sU
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 60

Q4. 5 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Too many	400 19%	115 18%	49 14%	47 18%	169 24% bC	131 19%	114 17%	155 22% g	239 22% J	160 17%	187 23% L	213 17%	161 24% N	239 17%	282 20%	102 19%	205 21%	194 18%	45 14%	56 24% S	249 20%
Just the right amount	1391 67%	423 67%	244 72% e	171 65%	462 65%	448 65%	468 69%	475 68%	727 66%	664 69%	499 62%	892 70% K	427 63%	964 69% M	970 68%	365 67%	672 68%	719 66%	203 64%	139 59%	880 70% T
Not enough	279 13%	93 15%	45 13%	44 17%	85 12%	115 17% H	92 14%	72 10%	136 12%	142 15%	114 14%	164 13%	89 13%	189 14%	180 13%	77 14%	107 11%	171 16% Q	68 22% U	42 18% U	123 10%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 61

Q4. 6 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Fintech service (e.g., PayPal, Venmo, Cash App)

Base: All Respondents

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Too many	438 21%	224 23%	214 20%	106 17%	64 18%	91 27% DeG	51 15%	127 29% DEG	55 18%	36 21%	38 23%	25 16%	69 35% JKL	51 17%	27 16%	52 30% NOQ	26 14%	57 24% q	74 20%	156 20%	104 24%	103 22%
Just the right amount	1383 67%	649 66%	734 68%	393 65%	238 69%	220 64%	254 76% DFH	278 63%	187 62%	112 66%	116 69%	117 76% IM	117 60%	206 67%	126 72% p	104 60%	137 76% Pr	161 66%	247 68%	523 66%	300 69%	313 65%
Not enough	248 12%	117 12%	131 12%	110 18% eFGH	43 12% h	31 9%	30 9%	34 8%	59 20% KLM	22 13% M	14 9%	12 8%	10 5%	50 16% r	21 12%	17 10%	18 10%	24 10% m	43 12% u	111 14% U	31 7%	63 13% U
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 62

Q4. 6 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Fintech service (e.g., PayPal, Venmo, Cash App)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Too many	438 21%	134 21%	71 21%	56 21%	149 21%	135 19%	120 18%	183 26% FG	224 20%	214 22%	159 20%	279 22%	140 21%	297 21%	325 23% P	92 17%	217 22%	220 20%	48 15%	31 13%	299 24% ST
Just the right amount	1383 67%	418 66%	236 70%	174 66%	473 66%	459 66%	470 70%	454 65%	731 66%	653 68%	514 64%	869 68%	442 65%	941 68%	940 66%	390 72% O	674 68%	709 65%	222 70%	158 67%	845 67%
Not enough	248 12%	79 13%	30 9%	32 12%	94 13%	99 14% H	84 13%	64 9%	148 13% J	100 10%	127 16% L	121 10%	94 14%	154 11%	167 12%	62 11%	93 9%	155 14% Q	46 14% U	48 20% U	109 9%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 63

Q4. 7 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Transportation service (e.g., Uber, Lyft, Via)

Base: All Respondents

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Too many	396 19%	200 20%	195 18%	116 19%	51 15%	65 19%	55 16%	109 25% dEG	55 18%	25 15%	28 17%	29 19%	63 32% JKLR	60 20%	26 15%	38 22%	26 14%	45 19%	75 21%	153 19%	84 19%	83 17%
Just the right amount	1344 65%	635 64%	709 66%	379 62%	223 65%	218 64%	239 71% D	284 65%	178 59%	117 68%	111 66%	110 72% i	120 61%	201 66%	107 61%	107 62%	129 71%	165 68%	239 66%	483 61%	308 71% T	313 65%
Not enough	329 16%	155 16%	174 16%	114 19% GH	70 20% GH	59 17% H	41 12%	46 10%	68 23% LMn	29 17% M	30 18% M	15 10%	14 7%	46 15%	42 24% ngR	29 17%	26 14%	32 13% m	49 13%	154 20% SU	44 10%	82 17% U
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 64

Q4. 7 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Transportation service (e.g., Uber, Lyft, Via)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Too many	396 19%	122 19%	55 16%	54 21%	142 20%	135 19%	119 18%	141 20%	200 18%	195 20%	167 21%	229 18%	146 22%	250 18%	295 21% p	86 16%	205 21%	191 18%	52 16%	37 15%	257 21%
Just the right amount	1344 65%	383 61%	230 68% B	166 63% B	484 68% B	420 61%	443 66%	481 69% F	743 67% J	601 62%	482 60%	862 68% K	420 62%	924 66%	949 66%	347 64%	656 67%	688 63%	207 66%	133 56%	862 69% T
Not enough	329 16%	126 20% E	52 15%	42 16%	89 12%	139 20% H	111 17% H	79 11%	159 14%	171 18%	151 19%	178 14%	111 16%	219 16%	188 13%	111 20% O	123 13%	206 19% Q	57 18% U	68 28% SU	133 11%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 65

Q4. 8 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Food delivery service (e.g., Seamless, DoorDash, Postmates)

Base: All Respondents

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Too many	541 26%	287 29% C	254 24%	142 23%	87 25%	84 25%	86 26%	141 32% Def	81 27%	49 29%	40 24%	44 29%	73 37% IKr	61 20%	39 22%	44 26%	42 23%	68 28% n	92 25%	207 26%	118 27%	123 26%
Just the right amount	1233 60%	564 57%	669 62% b	361 59%	208 60%	202 59%	204 61%	259 59%	168 56%	97 57%	104 62%	84 55%	111 57%	193 63%	111 64%	98 56%	120 66%	147 61%	216 59%	452 57%	276 63% t	288 60%
Not enough	295 14%	140 14%	155 14%	106 17% H	49 14% H	56 16% H	46 14% h	39 9%	53 18% M	25 15% M	24 14% M	26 17% M	12 6%	53 17% r	25 14%	31 18% r	20 11%	26 11%	55 15% U	131 17% U	42 10%	67 14%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 66

Q4. 8 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response.

Food delivery service (e.g., Seamless, DoorDash, Postmates)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Too many	541 26%	160 25%	85 25%	64 24%	198 28%	156 22%	176 26%	209 30% F	297 27%	243 25%	203 25%	338 27%	176 26%	364 26%	410 29% P	110 20%	272 28%	269 25%	72 23%	42 18%	347 28% T
Just the right amount	1233 60%	380 60%	208 62%	159 61%	421 59%	421 61%	405 60%	407 58%	667 61%	566 59%	465 58%	768 61%	393 58%	840 60%	831 58%	352 65% O	597 61%	635 59%	178 56%	143 60%	773 62%
Not enough	295 14%	91 14%	44 13%	40 15%	96 13%	117 17% H	93 14%	85 12%	138 12%	158 16% I	132 17%	163 13%	107 16%	188 13%	191 13%	83 15%	115 12%	180 17% Q	66 21% U	53 22% U	132 11%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 67

Q5 How much do you agree or disagree with each of the following statements?

Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Big technology companies should hold themselves to high ethical standards.	1741 84%	809 82%	932 86% B	445 73%	276 80% d	305 89% DE	300 90% DE	415 95% DEFG	214 71%	132 77%	139 83% I	141 92% IJK	184 94% IJK	231 75%	145 83% NOQK	166 96% N	160 88% N	231 95% NOQ	304 84%	661 84%	375 86%	401 84%
Big technology companies promote innovation within their industries.	1639 79%	775 78%	865 80%	453 74%	265 77%	282 82% D	273 81% d	367 84% De	222 73%	135 79%	130 77%	123 80%	165 84% I	231 75%	131 75%	152 87% NOK	150 83%	202 83% no	287 79%	626 79%	351 80%	375 78%
I would stop buying from or using a technology company's services if it was not removing bad actors (e.g., scammers on retail sites, social media trolls) from its website.	1564 76%	707 71%	857 79% B	379 62%	242 70% d	283 83% DE	271 81% DE	389 89% DEFG	166 55%	114 67% i	137 82% IJ	119 78% I	170 87% IJI	213 69% I	128 74%	146 84% No	151 83% No	218 90% NOq	278 77%	608 77%	328 75%	350 73%
I would stop buying from using a technology company if it did not treat its employees fairly.	1564 76%	720 73%	844 78% B	403 66%	270 78% D	271 79% D	269 80% D	351 80% D	196 65%	124 73%	124 74%	122 80% I	154 78% I	207 67%	146 84% NJ	146 84% Nk	147 81% N	197 81% N	281 77%	596 75%	347 80% V	340 71%
Big technology companies promote competition within their industries.	1386 67%	641 65%	745 69%	417 68% h	250 73% GH	240 70% H	209 62%	270 62%	217 72% LM	122 72% LM	114 68% Lm	80 52%	108 55%	200 65%	128 74%	126 73%	129 71% L	161 67% M	243 67%	555 70% U	263 60%	324 68% u
America's big technology companies have helped improve America's reputation abroad.	1366 66%	667 67%	699 65%	409 67% H	264 77% DFGH	218 64%	213 64%	262 60%	210 70% M	140 82% IKLMO	104 62%	99 64%	114 58%	199 65%	124 71% r	114 66%	114 63%	147 61%	259 71% uv	524 66%	280 64%	303 63%
Breaking up big technology companies into smaller companies is justified.	1203 58%	578 58%	625 58%	355 58%	200 58%	175 51%	197 59%	276 63% F	183 61% k	107 63% K	82 49%	89 58%	117 59%	172 56%	93 53%	93 54%	108 60%	159 66% nOP	211 58%	451 57%	262 60%	280 58%
Elected officials and lawmakers understand how technology companies work.	990 48%	465 47%	525 49%	329 54% FGH	218 63% DFGH	150 44% H	141 42% h	153 35%	165 55% KLM	117 69% IKLM	74 44% M	57 37%	53 27%	164 53% R	101 58% PqR	76 44%	84 46%	100 41% M	197 54% U	379 48% u	181 42%	233 49%
Elected officials and lawmakers have been effective at dealing with big technology companies.	933 45%	468 47%	465 43%	322 53% GH	205 59% FGH	157 46% GH	117 35%	133 30%	172 57% LM	121 71% IKLMO	84 50% LM	49 32%	43 22%	150 49% qR	84 48% qr	73 42%	68 37%	90 37% M	174 48% U	367 46% U	165 38%	227 47% U
Big technology companies always do the right thing by their customers.	892 43%	467 47% C	425 39%	308 51% FGH	190 55% FGH	141 41% H	113 34%	139 32%	163 54% KLM	116 68% IKLMO	71 42% M	61 40%	57 29%	145 47% QR	74 43% Q	70 40% q	52 29%	83 34%	176 48% TU	308 39%	162 37%	246 51% TU

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
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 Table 68

Q5 How much do you agree or disagree with each of the following statements?

Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Big technology companies should hold themselves to high ethical standards.	1741 84%	524 83%	289 86%	215 82%	608 85%	534 77%	594 88% F	614 88% F	902 82%	840 87% I	630 79%	1111 88% K	539 80%	1202 86% M	1217 85%	463 85%	868 88% R	873 81%	242 77%	197 83%	1084 87% S
Big technology companies promote innovation within their industries.	1639 79%	495 78%	269 80%	203 77%	565 79%	518 75%	542 80% F	579 83% F	872 79%	767 79%	622 78%	1018 80%	527 78%	1113 80%	1142 80%	428 79%	807 82% R	833 77%	229 72%	193 81% S	1026 82% S
I would stop buying from or using a technology company's services if it was not removing bad actors (e.g., scammers on retail sites, social media trolls) from its website.	1564 76%	481 76%	262 77%	201 77%	525 73%	470 68%	538 80% F	557 79% F	809 73%	755 78% I	575 72%	989 78% K	509 75%	1055 76%	1108 77%	399 73%	814 83% R	750 69%	219 69%	174 73%	996 79% S
I would stop buying from/using a technology company if it did not treat its employees fairly.	1564 76%	468 74%	269 80% E	206 78%	526 74%	505 73%	512 76%	546 78% F	820 74%	744 77%	596 75%	968 76%	519 77%	1045 75%	1093 76%	410 75%	783 80% R	781 72%	216 68%	172 72%	987 79% St
Big technology companies promote competition within their industries.	1386 67%	446 71% C	215 64%	175 67%	473 66%	467 67%	460 68%	459 66%	765 69% J	621 64%	575 72% L	811 64%	500 74% N	886 64%	951 66%	368 68%	662 67%	724 67%	210 66%	168 71%	839 67%
America's big technology companies have helped improve America's reputation abroad.	1366 66%	408 65%	218 65%	169 65%	488 68%	457 66%	407 60%	502 72% FG	764 69% J	602 62%	578 72% L	788 62%	499 74% N	868 62%	926 65%	375 69%	691 70% R	676 62%	202 64%	157 66%	826 66%
Breaking up big technology companies into smaller companies is justified.	1203 58%	377 60%	200 59%	142 54%	410 57%	387 56%	377 56%	439 63% FG	634 58%	569 59%	461 58%	742 59%	385 57%	818 59%	846 59%	309 57%	579 59%	624 58%	170 54%	144 61%	726 58%
Elected officials and lawmakers understand how technology companies work.	990 48%	337 53% CD	145 43%	109 42%	351 49%	355 51% G	301 45%	334 48%	578 52% J	412 43%	460 58% L	530 42%	409 60% N	581 42%	669 47%	268 49%	483 49%	507 47%	170 54% U	126 53% U	561 45%
Elected officials and lawmakers have been effective at dealing with big technology companies.	933 45%	292 46% C	127 38%	111 42%	348 49% C	349 50% G	260 39%	325 46% G	561 51% J	372 39%	449 56% L	484 38%	396 58% N	538 39%	632 44%	253 46%	460 47%	474 44%	155 49% U	120 50% U	517 41%
Big technology companies always do the right thing by their customers.	892 43%	284 45% D	133 39%	89 34%	340 48% CD	312 45% G	262 39%	318 45% G	544 49% J	348 36%	420 53% L	472 37%	358 53% N	534 38%	631 44%	226 41%	456 46% R	436 40%	163 52% U	107 45%	506 40%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 69

Q5 How much do you agree or disagree with each of the following statements?

Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Big technology companies always do the right thing by their customers.	1177 57%	523 53%	654 61% B	301 49%	155 45%	201 59%	222 66% DE	299 68% DEF	139 46% J	55 32%	97 58% IJ	93 60% IJ	140 71% IJK	162 53%	100 57% J	103 60%	129 71% NOp	160 66% N	188 52%	482 61% SV	274 63% SV	232 49%
Elected officials and lawmakers have been effective at dealing with big technology companies.	1136 55%	522 53%	614 57%	287 47%	140 41%	185 54% E	218 65% DEF	306 70% DEF	130 43% J	50 29%	84 50% J	105 68% IJK	154 78% IJKR	157 51%	90 52% J	100 58%	113 63% no	152 63% No	189 52%	424 54%	271 62% STV	252 53%
Elected officials and lawmakers understand how technology companies work.	1079 52%	525 53%	553 51%	280 46% E	127 37%	192 56% DE	194 58% DE	286 65% DEFg	137 45% J	54 31%	95 56% IJ	97 63% IJ	144 73% IJKR	143 47%	73 42%	97 56% O	97 54% o	142 59% NO	167 46%	411 52%	255 58% St	246 51%
Breaking up big technology companies into smaller companies is justified.	866 42%	413 42%	453 42%	254 42%	145 42%	167 49% H	138 41%	163 37%	119 39%	63 37%	86 51% IJ	65 42%	80 41%	135 44% r	82 47% R	80 46% R	73 40%	83 34%	153 42%	340 43%	174 40%	199 42%
America's big technology companies have helped improve America's reputation abroad.	703 34%	324 33%	379 35%	200 33% E	81 23%	123 36% E	122 36% E	177 40% DE	92 30% J	31 18%	64 38% J	55 36% J	82 42% IJ	108 35%	50 29% j	59 34%	67 37%	95 39% o	105 29%	266 34%	156 36% s	176 37% s
Big technology companies promote competition within their industries.	683 33%	349 35%	334 31%	192 32%	94 27%	102 30%	126 38% E	169 38% dEF	85 28%	49 28%	54 32%	74 48% IJKQ	88 45% IJKR	108 35%	46 26%	48 27%	52 29%	81 33%	120 33%	235 30%	173 40% Tv	154 32%
I would stop buying from/using a technology company if it did not treat its employees fairly.	505 24%	270 27% C	235 22%	206 34% EFGH	74 22%	71 21%	66 20%	87 20%	105 35% LM	46 27% O	44 26% p	31 20%	43 22%	100 33% OPQR	28 16%	27 16%	35 19%	45 19%	83 23%	194 25%	89 20%	139 29% U
I would stop buying from or using a technology company's services if it was not removing bad actors (e.g., scammers on retail sites, social media trolls) from its website.	505 24%	284 29% C	221 21%	230 38% eFGH	102 30% FGH	58 17% h	64 19% H	50 11%	136 45% jKLMN	57 33% KM	31 18%	34 22% m	27 13%	94 31% PQR	46 26% pqR	27 16%	30 17% r	24 10%	85 23%	183 23%	108 25%	129 27%
Big technology companies promote innovation within their industries.	430 21%	216 22%	214 20%	156 26% FgH	80 23% h	60 18%	62 19%	72 16%	80 27% M	36 21%	38 23% p	31 20%	31 16%	76 25% Pr	44 25% Pr	22 13%	32 17%	41 17%	76 21%	164 21%	85 20%	104 22%
Big technology companies should hold themselves to high ethical standards.	328 16%	181 18% C	146 14%	164 27% eFGH	69 20% FGH	37 11% H	34 10% H	24 5%	88 29% KLM	39 23% LM	29 17% IMP	13 8%	13 6%	77 25% PQR	30 17% PR	7 4%	22 12% PR	11 5%	60 16%	129 16%	61 14%	77 16%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

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 Table 70

Q5 How much do you agree or disagree with each of the following statements?

Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Big technology companies always do the right thing by their customers.	1177 57%	348 55%	204 61% e	173 66% BE	375 52%	382 55%	412 61% fH	383 55%	559 51%	618 64% I	380 47%	797 63% K	318 47%	859 62% M	801 56%	318 59%	529 54%	648 60% Q	153 48%	131 55%	746 60% S
Elected officials and lawmakers have been effective at dealing with big technology companies.	1136 55%	339 54%	210 62% BE	151 58%	368 51%	345 50%	414 61% fH	377 54%	541 49%	594 61% I	351 44%	785 62% K	281 42%	854 61% M	800 56%	291 54%	524 53%	611 56%	161 51%	118 50%	735 59% ST
Elected officials and lawmakers understand how technology companies work.	1079 52%	294 47%	193 57% B	153 58% B	364 51%	338 49%	373 55% f	367 52%	524 48%	554 57% I	340 42%	739 58% K	268 40%	811 58% M	763 53%	276 51%	501 51%	578 53%	146 46%	112 47%	692 55% st
Breaking up big technology companies into smaller companies is justified.	866 42%	254 40%	137 41%	120 46%	305 43%	307 44% H	297 44% H	262 37%	468 42%	398 41%	339 42%	527 41%	292 43%	574 41%	586 41%	235 43%	405 41%	461 42%	146 46%	93 39%	526 42%
America's big technology companies have helped improve America's reputation abroad.	703 34%	223 35%	120 35%	93 35%	228 32%	237 34% h	267 40% H	199 28%	338 31%	364 38% I	222 28%	481 38% K	178 26%	525 38% M	506 35%	169 31%	294 30%	409 38% Q	115 36%	81 34%	426 34%
Big technology companies promote competition within their industries.	683 33%	185 29%	122 36% b	87 33%	243 34%	227 33%	214 32%	242 34%	337 31%	346 36% I	225 28%	458 36% K	177 26%	507 36% M	481 34%	176 32%	322 33%	361 33%	106 34%	69 29%	413 33%
I would stop buying from/using a technology company if it did not treat its employees fairly.	505 24%	163 26%	69 20%	57 22%	190 26% c	188 27% h	162 24%	155 22%	283 26%	222 23%	204 25%	301 24%	158 23%	347 25%	339 24%	134 25%	201 20%	304 28% Q	101 32% U	66 28% u	266 21%
I would stop buying from or using a technology company's services if it was not removing bad actors (e.g., scammers on retail sites, social media trolls) from its website.	505 24%	151 24%	76 23%	61 23%	190 27%	224 32% GH	136 20%	144 21%	293 27% J	211 22%	225 28% L	280 22%	167 25%	337 24%	324 23%	145 27%	170 17%	335 31% Q	97 31% U	64 27%	257 21%
Big technology companies promote innovation within their industries.	430 21%	136 22%	68 20%	60 23%	151 21%	175 25% gH	132 20%	122 17%	230 21%	199 21%	178 22%	251 20%	150 22%	280 20%	290 20%	116 21%	177 18%	252 23% Q	88 28% tU	45 19%	227 18%
Big technology companies should hold themselves to high ethical standards.	328 16%	107 17%	49 14%	47 18%	108 15%	160 23% GH	80 12%	88 12%	201 18% J	127 13%	170 21% L	158 12%	138 20% N	190 14%	215 15%	81 15%	116 12%	211 19% Q	74 23% U	41 17%	169 13%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 71

**Q5_1 How much do you agree or disagree with each of the following statements?
 Elected officials and lawmakers understand how technology companies work.**

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Strongly/Somewhat Agree (Net)	990 48%	465 47%	525 49%	329 54% FGH	218 63% DFGH	150 44% H	141 42% h	153 35%	165 55% kLM	117 69% IKLM	74 44% M	57 37%	53 27%	164 53% R	101 58% PqR	76 44%	84 46%	100 41% M	197 54% U	379 48% u	181 42%	233 49%
Strongly agree	281 14%	153 15% c	128 12%	106 17% GH	76 22% fGH	52 15% GH	22 6%	25 6%	61 20% LM	45 26% LM	33 19% LM	8 6%	6 3%	45 15% qr	31 18% QR	20 11%	13 7%	19 8% m	57 16% U	116 15% U	39 9%	69 14% u
Somewhat agree	709 34%	312 31%	398 37% B	223 37% fH	142 41% FH	98 29%	119 36%	127 29%	104 34% kM	72 42% KM	41 24%	48 31%	46 24%	120 39% O	70 40%	57 33%	71 39%	81 33% m	140 39%	263 33%	142 33%	164 34%
Strongly/Somewhat Disagree (Net)	1079 52%	525 53%	553 51%	280 46% E	127 37%	192 56% DE	194 58% DE	286 65% DEFg	137 45% J	54 31%	95 56% iJ	97 63% IJ	144 73% IJKR	143 47%	73 42%	97 56% O	97 54% o	142 59% NO	167 46%	411 52%	255 58% St	246 51%
Somewhat disagree	669 32%	307 31%	362 34%	187 31% E	68 20%	115 34% E	114 34% E	185 42% DEfg	82 27% j	31 18%	58 35% J	50 32% J	86 44% IJl	104 34% O	37 21%	57 33% o	64 35% O	100 41% O	113 31%	250 32%	151 35%	156 32%
Strongly disagree	410 20%	218 22% c	192 18%	93 15%	59 17%	77 22% D	81 24% De	101 23% De	54 18%	23 13%	36 22% IJq	47 31% IJq	58 29% IJR	39 13% O	36 21% n	40 23% N	34 19%	43 18%	54 15%	161 20% s	104 24% S	90 19%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 72

Q5_1 How much do you agree or disagree with each of the following statements?
 Elected officials and lawmakers understand how technology companies work.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Strongly/Somewhat Agree (Net)	990 48%	337 53% CD	145 43%	109 42%	351 49%	355 51% g	301 45%	334 48%	578 52% J	412 43%	460 58% L	530 42%	409 60% N	581 42%	669 47%	268 49%	483 49%	507 47%	170 54% u	126 53% u	561 45%
Strongly agree	281 14%	78 12%	32 10%	37 14%	120 17% bC	90 13%	76 11%	115 16% G	198 18% J	83 9%	161 20% L	120 9%	148 22% N	133 10%	180 13%	87 16%	143 15%	138 13%	55 17% u	45 19% U	148 12%
Somewhat agree	709 34%	259 41% CDE	112 33%	72 28%	232 32%	265 38% H	225 33%	219 31%	380 34%	330 34%	299 37% I	410 32%	261 39% N	448 32%	489 34%	181 33%	340 35%	369 34%	115 36%	80 34%	413 33%
Strongly/Somewhat Disagree (Net)	1079 52%	294 47%	193 57% B	153 58% B	364 51%	338 49%	373 55% f	367 52%	524 48%	554 57% I	340 42%	739 58% K	268 40%	811 58% M	763 53%	276 51%	501 51%	578 53%	146 46%	112 47%	692 55% st
Somewhat disagree	669 32%	191 30%	116 34%	95 36%	215 30%	209 30%	241 36% f	218 31%	310 28%	359 37% I	198 25%	470 37% K	151 22%	518 37% M	469 33%	179 33%	288 29%	380 35% Q	90 29%	69 29%	438 35%
Strongly disagree	410 20%	104 16%	77 23% B	58 22% b	149 21%	129 19%	132 20%	149 21%	214 19%	196 20%	141 18%	269 21%	117 17%	293 21%	294 21%	97 18%	212 22%	198 18%	56 18%	43 18%	254 20%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 73

**Q5_2 How much do you agree or disagree with each of the following statements?
 Elected officials and lawmakers have been effective at dealing with big technology companies.**

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Strongly/Somewhat Agree (Net)	933 45%	468 47%	465 43%	322 53% GH	205 59% FGH	157 46% GH	117 35%	133 30%	172 57% LM	121 71% IKLMO	84 50% LM	49 32%	43 22%	150 49% qR	84 48% qr	73 42%	68 37% M	90 37% U	174 48% U	367 46% U	165 38% U	227 47% U
Strongly agree	238 11%	133 13% C	105 10%	93 15% GH	69 20% FGH	42 12% GH	14 4%	20 5%	54 18% LM	43 25% LMo	27 16% LM	6 4%	3 2%	39 13% Qr	26 15% QR	15 9%	8 4%	17 7% M	52 14% U	94 12% u	33 8%	58 12% u
Somewhat agree	696 34%	336 34%	360 33%	229 38% H	136 39% gH	115 34% h	103 31%	113 26%	118 39% IM	77 45% LMo	57 34% M	43 28%	40 20%	111 36%	58 33%	58 33%	60 33%	73 30% M	122 34%	272 34%	132 30%	169 35%
Strongly/Somewhat Disagree (Net)	1136 55%	522 53%	614 57%	287 47%	140 41%	185 54% E	218 65% DEF	306 70% DEF	130 43% J	50 29%	84 50% J	105 68% IJK	154 78% IJKR	157 51%	90 52% J	100 58%	113 63% no	152 63% No	189 52%	424 54%	271 62% STV	252 53%
Somewhat disagree	710 34%	294 30%	416 39% B	177 29%	89 26%	122 36% E	129 39% DE	192 44% DEF	56 19%	36 21%	51 30% I	63 41% IJ	88 45% IJK	120 39% I	53 30%	71 41% o	66 37% O	105 43% O	128 35%	265 33%	167 38% v	149 31%
Strongly disagree	426 21%	228 23% C	197 18%	110 18%	50 15%	62 18%	89 27% DEF	114 26% DEF	74 24% JN	14 8%	33 20% J	42 27% J	66 34% iJKR	37 12%	37 21% NJ	29 17%	29 26% Np	47 20% N	61 17%	159 20%	103 24% S	102 21%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 74

**Q5_2 How much do you agree or disagree with each of the following statements?
 Elected officials and lawmakers have been effective at dealing with big technology companies.**

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Strongly/Somewhat Agree (Net)	933 45%	292 46% C	127 38%	111 42%	348 49%	349 50% C	260 39%	325 46% G	561 51% J	372 39%	449 56% L	484 38%	396 58% N	538 39%	632 44%	253 46%	460 47%	474 44%	155 49% u	120 50% U	517 41%
Strongly agree	238 11%	60 10% c	20 6%	34 13% C	108 15% BC	74 11%	63 9%	101 14% fG	160 14% J	78 8%	133 17% L	104 8%	127 19% N	111 8%	154 11%	69 13%	129 13% r	109 10%	46 15% u	43 18% U	118 9%
Somewhat agree	696 34%	232 37% d	107 32%	77 29%	240 33%	275 40% GH	197 29%	223 32%	401 36% J	294 30%	316 39% L	380 30%	269 40% N	427 31%	478 33%	184 34%	331 34%	365 34%	109 34%	77 32%	399 32%
Strongly/Somewhat Disagree (Net)	1136 55%	339 54%	210 62% BE	151 58%	368 51%	345 50%	414 61% FH	377 54%	541 49%	594 61% I	351 44%	785 62% K	281 42%	854 61% M	800 56%	291 54%	524 53%	611 56%	161 51%	118 50%	735 59% sT
Somewhat disagree	710 34%	228 36% E	136 40% E	96 37% e	209 29%	225 32%	252 37%	233 33%	341 31%	369 38% I	206 26%	504 40% K	169 25%	540 39% M	499 35%	189 35%	332 34%	378 35%	96 30%	64 27%	480 38% sT
Strongly disagree	426 21%	111 18%	74 22%	55 21%	159 22%	120 17%	162 24% F	144 20%	201 18%	225 23% I	145 18%	281 22% k	112 17%	314 23% M	301 21%	102 19%	192 20%	233 22%	65 21%	53 22%	256 20%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 75

Q5_3 How much do you agree or disagree with each of the following statements?

Breaking up big technology companies into smaller companies is justified.

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Strongly/Somewhat Agree (Net)	1203 58%	578 58%	625 58%	355 58%	200 58%	175 51%	197 59%	276 63% F	183 61% k	107 63% K	82 49%	89 58%	117 59%	172 56%	93 53%	93 54%	108 60%	159 66% nOP	211 58%	451 57%	262 60%	280 58%
Strongly agree	348 17%	193 20% C	155 14%	117 19% H	60 17%	54 16%	59 18%	58 13% m	68 23% m	39 23% O	32 19%	26 17%	29 15%	49 16%	21 12%	23 13%	33 18%	29 12%	64 18%	129 16%	74 17%	81 17%
Somewhat agree	855 41%	384 39%	471 44% b	238 39%	140 41%	121 35%	138 41%	218 50% DEFg	115 38%	69 40%	50 30%	63 41%	88 45% K	123 40%	72 41%	70 41%	75 41%	130 54% NOPQ	147 40%	322 41%	188 43%	199 42%
Strongly/Somewhat Disagree (Net)	866 42%	413 42%	453 42%	254 42%	145 42%	167 49% H	138 41%	163 37%	119 39%	63 37%	86 51% iJ	65 42%	80 41%	135 44% r	82 47% R	80 46% R	73 40%	83 34%	153 42%	340 43%	174 40%	199 42%
Somewhat disagree	629 30%	293 30%	336 31%	188 31%	98 28%	120 35% H	109 32%	115 26%	80 27%	40 23%	59 35% j	52 34%	62 31% r	108 35% Ri	58 33% R	61 35% R	57 31% r	53 22%	112 31%	249 31%	136 31%	133 28%
Strongly disagree	237 11%	120 12%	117 11%	66 11%	47 14%	47 14%	29 9%	48 11%	39 13%	23 14%	27 16%	13 8%	18 9%	27 9%	24 13%	19 11%	17 9%	30 12%	41 11%	91 12%	38 9%	66 14% u
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 76

Q5_3 How much do you agree or disagree with each of the following statements?

Breaking up big technology companies into smaller companies is justified.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Strongly/Somewhat Agree (Net)	1203 58%	377 60%	200 59%	142 54%	410 57%	387 56%	377 56%	439 63% FG	634 58%	569 59%	461 58%	742 59%	385 57%	818 59%	846 59%	309 57%	579 59%	624 58%	170 54%	144 61%	726 58%
Strongly agree	348 17%	87 14%	53 16%	45 17%	147 20% B	101 15%	100 15%	147 21% FG	204 19% J	144 15%	153 19% I	195 15%	136 20% N	212 15%	262 18% P	74 14%	171 17%	177 16%	55 17%	57 24% U	195 16%
Somewhat agree	855 41%	290 46% dE	148 44% e	98 37%	263 37%	286 41%	277 41%	292 42%	430 39%	425 44% i	307 38%	547 43%	249 37%	606 44% M	583 41%	234 43%	409 42%	446 41%	115 36%	87 37%	532 42%
Strongly/Somewhat Disagree (Net)	866 42%	254 40%	137 41%	120 46%	305 43%	307 44% H	297 44% H	262 37%	468 42%	398 41%	339 42%	527 41%	292 43%	574 41%	586 41%	235 43%	405 41%	461 42%	146 46%	93 39%	526 42%
Somewhat disagree	629 30%	188 30%	111 33%	84 32%	207 29%	227 33% h	210 31%	192 27%	324 29%	306 32%	232 29%	398 31%	194 29%	435 31%	434 30%	166 30%	278 28%	352 32%	100 32%	70 30%	397 32%
Strongly disagree	237 11%	66 10%	27 8%	36 14% c	98 14% C	80 12%	87 13%	70 10%	145 13% J	92 10%	108 13% I	129 10%	98 14% N	139 10%	153 11%	70 13%	127 13%	109 10%	46 15%	23 10%	129 10%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 77

Q5_4 How much do you agree or disagree with each of the following statements?

Big technology companies promote innovation within their industries.

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Strongly/Somewhat Agree (Net)	1639 79%	775 78%	865 80%	453 74%	265 77%	282 82%	273 81%	367 84%	222 73%	135 79%	130 77%	123 80%	165 84%	231 75%	131 75%	152 87%	150 83%	202 83%	287 79%	626 79%	351 80%	375 78%
Strongly agree	484 23%	258 26%	225 21%	154 25%	107 31%	95 28%	58 17%	70 16%	76 25%	71 42%	53 31%	25 17%	34 17%	78 25%	36 20%	43 25%	33 18%	36 15%	86 24%	191 24%	97 22%	110 23%
Somewhat agree	1156 56%	517 52%	639 59%	299 49%	159 46%	186 55%	215 64%	297 68%	146 48%	64 37%	78 46%	97 63%	132 67%	153 50%	95 54%	109 63%	117 65%	165 68%	201 55%	436 55%	254 58%	265 55%
Strongly/Somewhat Disagree (Net)	430 21%	216 22%	214 20%	156 26%	80 23%	60 18%	62 19%	72 16%	80 27%	36 21%	38 23%	31 20%	31 16%	76 25%	44 25%	22 13%	32 17%	41 17%	76 21%	164 21%	85 20%	104 22%
Somewhat disagree	294 14%	132 13%	162 15%	99 16%	58 17%	42 12%	37 11%	58 13%	41 14%	21 13%	24 14%	21 14%	25 13%	58 19%	36 21%	18 11%	16 9%	33 14%	54 15%	114 14%	66 15%	60 12%
Strongly disagree	135 7%	84 8%	51 5%	57 9%	22 6%	18 5%	25 7%	14 3%	39 13%	14 8%	14 9%	10 6%	6 3%	18 6%	7 4%	4 2%	15 8%	7 3%	22 6%	50 6%	19 4%	44 9%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 78

Q5_4 How much do you agree or disagree with each of the following statements?

Big technology companies promote innovation within their industries.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Strongly/Somewhat Agree (Net)	1639 79%	495 78%	269 80%	203 77%	565 79%	518 75%	542 80%	579 83%	872 79%	767 79%	622 78%	1018 80%	527 78%	1113 80%	1142 80%	428 79%	807 82%	833 77%	229 72%	193 81%	1026 82%
Strongly agree	484 23%	118 19%	69 21%	55 21%	221 31% BCD	133 19%	142 21%	209 30% FG	295 27% J	189 20%	235 29% L	249 20%	204 30% N	279 20%	349 24%	120 22%	248 25%	236 22%	77 24%	78 33% U	282 23%
Somewhat agree	1156 56%	377 60% E	200 59% E	148 56% e	344 48%	385 56%	400 59% h	370 53%	578 52%	578 60% I	387 48%	769 61% K	323 48%	833 60% M	793 55%	308 57%	559 57%	597 55%	152 48%	115 48%	744 59% ST
Strongly/Somewhat Disagree (Net)	430 21%	136 22%	68 20%	60 23%	151 21%	175 25% gH	132 20%	122 17%	230 21%	199 21%	178 22%	251 20%	150 22%	280 20%	290 20%	116 21%	177 18%	252 23% Q	88 28% IU	45 19%	227 18%
Somewhat disagree	294 14%	105 17%	52 16%	35 13%	94 13%	111 16%	94 14%	89 13%	157 14%	137 14%	121 15%	174 14%	99 15%	196 14%	193 13%	90 16%	128 13%	167 15%	54 17%	36 15%	167 13%
Strongly disagree	135 7%	31 5%	16 5%	25 10% Bc	57 8% b	64 9% gH	38 6%	33 5%	73 7%	62 6%	58 7%	77 6%	51 8%	84 6%	97 7%	26 5%	50 5%	85 8% Q	34 11% TU	9 4%	60 5%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 79

Q5_5 How much do you agree or disagree with each of the following statements?

Big technology companies promote competition within their industries.

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Strongly/Somewhat Agree (Net)	1386 67%	641 65%	745 69%	417 68% h	250 73% GH	240 70% H	209 62%	270 62%	217 72% LM	122 72% LM	114 68% Lm	80 52%	108 55%	200 65%	128 74%	126 73%	129 71% L	161 67% M	243 67%	555 70% U	263 60%	324 68% u
Strongly agree	399 19%	193 19%	206 19%	137 23% GH	94 27% GH	72 21% GH	41 12%	54 12%	67 22% LM	54 32% iLM	38 22% LM	13 9%	20 10%	70 23% R	40 23% r	34 20%	28 16%	34 14%	70 19%	180 23% Uv	65 15%	83 17%
Somewhat agree	987 48%	449 45%	539 50% b	279 46%	156 45%	168 49%	168 50%	216 49%	150 50%	68 40%	76 45%	66 43%	89 45%	130 42%	88 51%	92 53% n	101 56% NI	128 53% n	173 48%	375 47%	198 45%	241 50%
Strongly/Somewhat Disagree (Net)	683 33%	349 35%	334 31%	192 32%	94 27%	102 30%	126 38% E	169 38% dEF	85 28%	49 28%	54 32%	74 48% IJKQ	88 45% IJKR	108 35%	46 26%	48 27%	52 29%	81 33%	120 33%	235 30%	173 40% Tv	154 32%
Somewhat disagree	481 23%	237 24%	244 23%	143 23%	73 21%	69 20%	87 26%	109 25%	51 17%	36 21%	39 23%	53 34% IJQ	58 29% I	92 30% PQrI	37 21%	30 17%	34 19%	52 21%	90 25%	170 21%	123 28% TV	99 21%
Strongly disagree	202 10%	112 11% c	89 8%	49 8%	21 6%	32 10%	39 12% E	59 14% DE	33 11% N	12 7%	15 9%	21 14%	30 15% J	16 5%	9 5%	17 10%	18 10%	29 12% No	31 8%	65 8%	50 11%	56 12%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 80

Q5_5 How much do you agree or disagree with each of the following statements?

Big technology companies promote competition within their industries.

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Strongly/Somewhat Agree (Net)	1386 67%	446 71% c	215 64%	175 67%	473 66%	467 67%	460 68%	459 66%	765 69% J	621 64%	575 72% L	811 64%	500 74% N	886 64%	951 66%	368 68%	662 67%	724 67%	210 66%	168 71%	839 67%
Strongly agree	399 19%	119 19% c	47 14%	43 16%	169 24% Cd	124 18%	127 19%	148 21%	251 23% J	147 15%	195 24% L	204 16%	170 25% N	229 16%	264 18%	117 22%	187 19%	211 19%	56 18%	83 35% SU	214 17%
Somewhat agree	987 48%	327 52% E	168 50% e	132 50% e	304 43%	343 49%	332 49%	312 44%	514 47%	473 49%	380 48%	607 48%	330 49%	657 47%	688 48%	251 46%	475 48%	513 47%	154 49% T	85 36%	625 50% T
Strongly/Somewhat Disagree (Net)	683 33%	185 29%	122 36% b	87 33%	243 34%	227 33%	214 32%	242 34%	337 31%	346 36% I	225 28%	458 36% K	177 26%	507 36% M	481 34%	176 32%	322 33%	361 33%	106 34%	69 29%	413 33%
Somewhat disagree	481 23%	137 22%	84 25%	66 25%	169 24%	165 24%	152 23%	165 23%	242 22%	240 25%	167 21%	314 25%	128 19%	354 25% M	340 24%	133 24%	225 23%	257 24%	78 25%	50 21%	290 23%
Strongly disagree	202 10%	48 8%	38 11% b	22 8%	74 10%	62 9%	62 9%	77 11%	95 9%	106 11%	58 7%	144 11% K	49 7%	153 11% M	141 10%	43 8%	97 10%	104 10%	28 9%	19 8%	123 10%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 81

Q5_6 How much do you agree or disagree with each of the following statements?
 America's big technology companies have helped improve America's reputation abroad.

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Strongly/Somewhat Agree (Net)	1366 66%	667 67%	699 65%	409 67% H	264 77% DFGH	218 64%	213 64%	262 60%	210 70% M	140 82% IKLMO	104 62%	99 64%	114 58%	199 65%	124 71% r	114 66%	114 63%	147 61%	259 71% uv	524 66%	280 64%	303 63%
Strongly agree	359 17%	200 20% C	159 15%	125 21% GH	87 25% GH	66 19% GH	32 10%	49 11%	74 25% LMn	58 34% iKLMO	33 20% M	17 11%	17 9%	51 16% q	28 16% q	33 19% Q	16 9%	31 13%	69 19%	138 17%	63 14%	89 19%
Somewhat agree	1008 49%	467 47%	541 50%	284 47%	178 51%	152 45%	181 54% f	213 49%	136 45%	81 48%	71 42%	82 54%	97 49%	149 48%	96 55%	81 47%	99 54%	116 48%	190 52% v	386 49%	218 50%	214 45%
Strongly/Somewhat Disagree (Net)	703 34%	324 33%	379 35%	200 33% E	81 23%	123 36% E	122 36% E	177 40% DE	92 30% J	31 18%	64 38% J	55 36% J	82 42% IJ	108 35%	50 29% j	59 34%	67 37%	95 39% o	105 29%	266 34%	156 36% s	176 37% s
Somewhat disagree	486 23%	218 22%	268 25%	130 21% e	54 16%	97 28% dE	72 22%	133 30% DEG	51 17%	22 13%	51 30% IJ	32 21%	62 26% I	79 26% I	32 18%	46 27%	40 22%	71 29% O	74 20%	184 23%	109 25%	119 25%
Strongly disagree	217 10%	106 11%	111 10%	70 12%	27 8%	27 8%	50 15% EFh	44 10%	41 14% J	9 5%	13 8%	23 15% J	20 10%	29 9%	18 10%	13 8%	27 15% p	24 10%	31 9%	82 10%	47 11%	57 12%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 82

Q5_6 How much do you agree or disagree with each of the following statements?
 America's big technology companies have helped improve America's reputation abroad.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Strongly/Somewhat Agree (Net)	1366 66%	408 65%	218 65%	169 65%	488 68%	457 66%	407 60%	502 72% fG	764 69% J	602 62%	578 72% L	788 62%	499 74% N	868 62%	926 65%	375 69%	691 70% R	676 62%	202 64%	157 66%	826 66%
Strongly agree	359 17%	87 14%	38 11%	37 14%	179 25% BCD	91 13%	98 14%	170 24% FG	239 22% J	120 12%	189 24% L	170 13%	166 25% N	193 14%	243 17%	97 18%	193 20% R	165 15%	48 15%	53 22%	208 17%
Somewhat agree	1008 49%	321 51% E	180 53% E	132 50%	309 43%	367 53% gh	309 46%	332 47%	525 48%	483 50%	389 49%	619 49%	333 49%	675 48%	684 48%	278 51%	497 51%	511 47%	153 48%	103 44%	618 49%
Strongly/Somewhat Disagree (Net)	703 34%	223 35%	120 35%	93 35%	228 32%	237 34% h	267 40% H	199 28%	338 31%	364 38% I	222 28%	481 38% K	178 26%	525 38% M	506 35%	169 31%	294 30%	409 38% Q	115 36%	81 34%	426 34%
Somewhat disagree	486 23%	165 26% E	82 24%	73 28% E	136 19%	154 22%	187 28% fH	145 21%	236 21%	249 26% i	149 19%	336 27% K	133 20%	352 25% M	352 25%	111 20%	207 21%	278 26% q	85 27% t	40 17%	316 25% T
Strongly disagree	217 10%	58 9%	37 11%	20 8%	91 13% d	83 12% H	80 12% H	53 8%	102 9%	115 12%	72 9%	144 11%	44 7%	172 12% M	154 11%	58 11%	86 9%	130 12% q	29 9%	40 17% sU	110 9%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 83

Q5_7 How much do you agree or disagree with each of the following statements?

Big technology companies always do the right thing by their customers.

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Strongly/Somewhat Agree (Net)	892 43%	467 47% C	425 39%	308 51% FGH	190 55% FGH	141 41% H	113 34%	139 32%	163 54% kLM	116 68% IKLMO	71 42% M	61 40%	57 29%	145 47% QR	74 43% Q	70 40% q	52 29%	83 34%	176 48% TU	308 39%	162 37%	246 51% TU
Strongly agree	269 13%	146 15% c	122 11%	117 19% fGH	67 20% GH	47 14% GH	17 5%	21 5%	55 18% LM	50 29% IKLMO	25 15% IM	9 6%	7 4%	62 20% OpQR	18 10% q	21 12% Qr	8 4%	13 6%	51 14% u	99 13%	39 9%	79 17% U
Somewhat agree	623 30%	321 32% c	302 28%	191 31%	123 36% fH	95 28%	96 29%	119 27%	108 36% Mn	66 39% kM	46 27%	52 34%	50 25%	83 27%	57 32%	49 28%	44 24%	69 29%	125 34% T	209 26%	123 28%	167 35% Tu
Strongly/Somewhat Disagree (Net)	1177 57%	523 53%	654 61% B	301 49%	155 45%	201 59% DE	222 66% DE	299 68% DEF	139 46% J	55 32%	97 58% iJ	93 60% IJ	140 71% IJK	162 53%	100 57% J	103 60%	129 71% NOp	160 66% N	188 52%	482 61% SV	274 63% SV	232 49%
Somewhat disagree	714 35%	299 30%	415 38% B	200 33%	94 27%	120 35% e	114 34%	185 42% DEg	82 27%	36 21%	58 34% J	44 29%	80 41% IJl	118 39% I	59 34% J	62 36%	70 39%	105 44%	115 32%	303 38% sV	163 37% V	133 28%
Strongly disagree	463 22%	224 23%	239 22%	101 17%	60 17%	81 24% D	107 32% DEf	114 26% DE	57 19% j	19 11%	40 23% J	48 31% IJ	60 30% IJ	44 14% NJ	41 24% N	59 33% Nr	54 22% N	73 20%	180 23%	112 26%	99 21%	
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 84

Q5_7 How much do you agree or disagree with each of the following statements?
 Big technology companies always do the right thing by their customers.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Strongly/Somewhat Agree (Net)	892 43%	284 45% D	133 39%	89 34%	340 48% cD	312 45% g	262 39%	318 45% G	544 49% J	348 36%	420 53% L	472 37%	358 53% N	534 38%	631 44%	226 41%	456 46% R	436 40%	163 52% U	107 45%	506 40%
Strongly agree	269 13%	77 12%	28 8%	32 12%	123 17% BC	81 12%	70 10%	117 17% FG	195 18% J	73 8%	147 18% L	122 10%	135 20% N	133 10%	188 13%	73 13%	137 14%	132 12%	76 24% U	37 16% U	123 10%
Somewhat agree	623 30%	207 33% D	105 31% D	57 22%	217 30% d	231 33%	192 28%	201 29%	349 32%	275 28%	273 34% L	350 28%	223 33%	401 29%	443 31%	153 28%	319 32% r	304 28%	87 27%	69 29%	384 31%
Strongly/Somewhat Disagree (Net)	1177 57%	348 55%	204 61% e	173 66% BE	375 52%	382 55%	412 61% FH	383 55%	559 51%	618 64% I	380 47%	797 63% K	318 47%	859 62% M	801 56%	318 59%	529 54%	648 60% Q	153 48%	131 55%	746 60% S
Somewhat disagree	714 35%	237 38% E	111 33%	111 42% cE	206 29%	251 36%	234 35%	230 33%	334 30%	380 39% I	237 30%	477 38% K	195 29%	520 37% M	469 33%	205 38%	312 32%	402 37% Q	82 26%	71 30%	460 37% S
Strongly disagree	463 22%	110 17%	94 28% B	62 24% b	169 24% B	131 19%	179 27% F	153 22%	225 20%	238 25% i	143 18%	320 25% K	124 18%	339 24% M	332 23%	113 21%	217 22%	246 23%	72 23%	60 25%	287 23%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 85

**Q5_8 How much do you agree or disagree with each of the following statements?
 I would stop buying from/using a technology company if it did not treat its employees fairly.**

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Strongly/Somewhat Agree (Net)	1564 76%	720 73%	844 78% B	403 66%	270 78% D	271 79% D	269 80% D	351 80% D	196 65%	124 73%	124 74%	122 80% I	154 78% I	207 67%	146 84% NJ	146 84% Nk	147 81% N	197 81% N	281 77%	596 75%	347 80% V	340 71%
Strongly agree	625 30%	275 28%	351 33% b	176 29% g	135 39% DfGH	107 31% G	73 22%	134 31% G	87 29%	65 38% kLM	43 26%	30 19%	51 26%	90 29%	70 40% nQ	64 37% Qk	43 24%	84 35% qm	105 29%	236 30%	126 29%	159 33%
Somewhat agree	939 45%	446 45%	493 46%	227 37%	135 39%	164 48% De	196 58% DEFH	217 49% DE	110 36%	59 35%	81 48% ij	93 60% IJ	103 53% IJ	117 38%	76 44%	83 48%	103 57% NO	114 47%	176 48% V	360 46% V	221 51% V	181 38%
Strongly/Somewhat Disagree (Net)	505 24%	270 27% C	235 22% EFGH	206 34% EFGH	74 22%	71 21%	66 20%	87 20% LM	105 35% LM	46 27% O	44 26% p	31 20%	43 22% OPQR	100 33% OPQR	28 16%	27 16%	35 19%	45 19%	83 23% V	194 25% V	89 20% U	139 29% U
Somewhat disagree	379 18%	189 19%	189 18%	138 23% Efh	52 15%	56 16%	59 18%	75 17%	55 18%	33 20% o	38 23% P	29 19%	35 18% OPQRI	83 27% OPQRI	19 11%	18 10%	30 17%	40 16%	63 17%	144 18%	76 17%	96 20%
Strongly disagree	126 6%	81 8% C	45 4% eFGH	68 11% Gh	22 6% Gh	16 5%	7 2%	13 3% JKLMN	51 17% JKLMN	13 8% I	6 4%	3 2%	8 4% r	17 6% r	9 5%	9 5%	5 2%	5 2%	20 5% U	50 6% U	13 3%	43 9% U
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 86

Q5_8 How much do you agree or disagree with each of the following statements?
 I would stop buying from/using a technology company if it did not treat its employees fairly.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Strongly/Somewhat Agree (Net)	1564 76%	468 74%	269 80% e	206 78%	526 74%	505 73%	512 76%	546 78% f	820 74%	744 77%	596 75%	968 76%	519 77%	1045 75%	1093 76%	410 75%	783 80% R	781 72%	216 68%	172 72%	987 79% St
Strongly agree	625 30%	177 28%	101 30% e	93 36% b	222 31%	166 24%	236 35% F	224 32% F	338 31%	287 30%	270 34% L	355 28%	233 34% N	392 28%	439 31%	158 29%	318 32%	307 28%	102 32%	81 34%	357 28%
Somewhat agree	939 45%	291 46%	168 50% e	113 43%	305 43%	339 49% G	277 41%	323 46%	481 44%	457 47%	326 41%	613 48% K	285 42%	653 47%	654 46%	252 46%	465 47%	473 44%	114 36%	90 38%	630 50% ST
Strongly/Somewhat Disagree (Net)	505 24%	163 26%	69 20%	57 22%	190 26% c	188 27% h	162 24%	155 22%	283 26%	222 23%	204 25%	301 24%	158 23%	347 25%	339 24%	134 25%	201 20%	304 28% Q	101 32% U	66 28% u	266 21%
Somewhat disagree	379 18%	115 18%	55 16%	45 17%	144 20%	134 19%	117 17%	128 18%	210 19%	169 17%	146 18%	233 18%	115 17%	264 19%	261 18%	97 18%	164 17%	215 20%	75 24% U	50 21%	207 17%
Strongly disagree	126 6%	49 8% c	14 4%	12 5%	46 6%	55 8% H	44 7% h	27 4%	72 7%	54 6%	58 7%	67 5%	43 6%	83 6%	78 5%	37 7%	36 4%	90 8% Q	25 8%	16 7%	59 5%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 87

Q5_9 How much do you agree or disagree with each of the following statements?

Big technology companies should hold themselves to high ethical standards.

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Strongly/Somewhat Agree (Net)	1741 84%	809 82%	932 86% B	445 73%	276 80% d	305 89% DE	300 90% DE	415 95% DEFG	214 71%	132 77%	139 83% I	141 92% IJK	184 94% IJK	231 75%	145 83%	166 96% NOQK	160 88% N	231 95% NOQ	304 84%	661 84%	375 86%	401 84%
Strongly agree	1051 51%	479 48%	572 53% b	223 37%	156 45% D	179 53% D	198 59% DE	294 67% DEFG	111 37%	72 42%	72 43%	95 62% IJK	129 66% IJK	112 36%	85 49% N	108 62% NOK	103 57% N	165 68% NOq	172 47%	398 50%	230 53%	252 53%
Somewhat agree	690 33%	330 33%	360 33%	222 36% H	120 35% h	126 37% H	102 30%	121 28%	103 34%	60 35%	67 40% m	46 30%	55 28%	119 39%	60 34%	58 34%	56 31%	66 27%	132 36%	263 33%	145 33%	149 31%
Strongly/Somewhat Disagree (Net)	328 16%	181 18% C	146 14%	164 27% eFGH	69 20% FGH	37 11% H	34 10% H	24 5%	88 29% KLM	39 23% LM	29 17% IMP	13 8%	13 6%	77 25% PQR	30 17% PR	7 4%	22 12% PR	11 5%	60 16%	129 16%	61 14%	77 16%
Somewhat disagree	240 12%	131 13% c	109 10%	122 20% eFGH	47 14% fgH	27 8% H	29 9% H	15 3%	65 21% LM	25 15% M	24 14% MP	13 8% M	4 2%	58 19% PQR	22 12% PR	3 2%	16 9% P	10 4%	41 11%	102 13%	41 9%	56 12%
Strongly disagree	88 4%	50 5%	37 3% FGH	42 7% FGH	21 6% GH	10 3%	6 2%	9 2%	23 8% L	13 8% L	6 3% I	-	8 4% LR	19 6% R	8 5% R	4 2%	6 3% rl	1 *	19 5%	28 4%	20 5%	21 4%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 88

Q5_9 How much do you agree or disagree with each of the following statements?

Big technology companies should hold themselves to high ethical standards.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Strongly/Somewhat Agree (Net)	1741 84%	524 83%	289 86%	215 82%	608 85%	534 77%	594 88%	614 88%	902 82%	840 87%	630 79%	1111 88%	539 80%	1202 86%	1217 85%	463 85%	868 88%	873 81%	242 77%	197 83%	1084 87%
Strongly agree	1051 51%	286 45%	179 53%	154 59%	369 52%	265 38%	392 58%	394 56%	530 48%	521 54%	345 43%	707 56%	298 44%	753 54%	749 52%	276 51%	561 57%	490 45%	154 49%	122 51%	657 52%
Somewhat agree	690 33%	238 38%	110 32%	62 23%	239 33%	269 39%	202 30%	220 31%	372 34%	319 33%	286 36%	405 32%	241 36%	450 32%	468 33%	187 34%	307 31%	383 35%	88 28%	74 31%	426 34%
Strongly/Somewhat Disagree (Net)	328 16%	107 17%	49 14%	47 18%	108 15%	160 23%	80 12%	88 12%	201 18%	127 13%	170 21%	158 12%	138 20%	190 14%	215 15%	81 15%	116 12%	211 19%	74 23%	41 17%	169 13%
Somewhat disagree	240 12%	81 13%	38 11%	34 13%	79 11%	117 17%	57 8%	67 10%	152 14%	88 9%	132 16%	108 9%	109 16%	131 9%	161 11%	61 11%	84 9%	156 14%	63 20%	36 15%	116 9%
Strongly disagree	88 4%	27 4%	11 3%	13 5%	29 4%	44 6%	23 3%	21 3%	49 4%	39 4%	38 5%	49 4%	28 4%	59 4%	53 4%	20 4%	32 3%	56 5%	11 3%	5 2%	53 4%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 89

Q5_10 How much do you agree or disagree with each of the following statements?

I would stop buying from or using a technology company's services if it was not removing bad actors (e.g., scammers on retail sites, social media trolls) from its website.

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Strongly/Somewhat Agree (Net)	1564 76%	707 71%	857 79% B	379 62% d	242 70% d	283 83% DE	271 81% DE	389 89% DEFG	166 55%	114 67% i	137 82% IJ	119 78% I	170 87% IJL	213 69% I	128 74% No	146 84% No	151 83% No	218 90% NOq	278 77%	608 77%	328 75%	350 73%
Strongly agree	739 36%	326 33% B	413 38% B	177 29%	105 30%	137 40% DE	118 35% DEG	203 46% DEG	78 26%	45 26%	66 39% lj	53 34%	85 43% IJ	99 32%	60 35%	71 41%	65 36% NOQ	117 49%	145 40%	277 35%	148 34%	169 35%
Somewhat agree	825 40%	381 38%	444 41%	202 33%	137 40%	147 43% D	153 46% D	186 42% D	88 29%	69 41% I	72 43% I	67 43% I	85 43% I	114 37%	68 39%	75 43%	86 48% n	101 42%	133 37%	331 42%	181 41%	181 38%
Strongly/Somewhat Disagree (Net)	505 24%	284 29% C	221 21% eFGH	230 38% eFGH	102 30% FGH	58 17% h	64 19% H	50 11% jKLMN	136 45% KM	57 33% KM	31 18%	34 22% m	27 13% PQR	94 31% PQR	46 26% pqR	27 16%	30 17% r	24 10%	85 23%	183 23%	108 25%	129 27%
Somewhat disagree	355 17%	197 20% C	158 15% eFGH	159 26% eFGH	68 20% FH	41 12% H	52 16% H	35 8% KIM	86 29% kMo	42 14%	23 14%	28 18% m	18 9% oPQR	72 24% R	26 15% R	18 11%	25 14% r	17 7%	66 18%	123 16%	75 17%	91 19%
Strongly disagree	150 7%	86 9% c	63 6% FGH	71 12% FGH	35 10% FGH	17 5% H	12 4% H	15 3% jKLMN	49 16% jKLMN	14 9%	8 5%	6 4%	8 4% r	22 7% pQR	20 12% pQR	9 5%	5 3%	7 3%	19 5%	60 8%	32 7%	38 8%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 90

Q5_10 How much do you agree or disagree with each of the following statements?

I would stop buying from or using a technology company's services if it was not removing bad actors (e.g., scammers on retail sites, social media trolls) from its website.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Strongly/Somewhat Agree (Net)	1564 76%	481 76%	262 77%	201 77%	525 73%	470 68%	538 80%	557 79%	809 73%	755 78%	575 72%	989 78%	509 75%	1055 76%	1108 77%	399 73%	814 83%	750 69%	219 69%	174 73%	996 79%
Strongly agree	739 36%	216 34%	117 35%	89 34%	275 38%	202 29%	269 40%	269 38%	402 36%	337 35%	262 33%	477 38%	220 33%	519 37%	517 36%	197 36%	378 38%	361 33%	102 32%	96 40%	462 37%
Somewhat agree	825 40%	265 42%	144 43%	112 43%	250 35%	268 39%	269 40%	288 41%	407 37%	418 43%	313 39%	512 40%	289 43%	536 39%	591 41%	201 37%	436 44%	389 36%	118 37%	78 33%	533 43%
Strongly/Somewhat Disagree (Net)	505 24%	151 24%	76 23%	61 23%	190 27%	224 32%	136 20%	144 21%	293 27%	211 22%	225 28%	280 22%	167 25%	337 24%	324 23%	145 27%	170 17%	335 31%	97 31%	64 27%	257 21%
Somewhat disagree	355 17%	113 18%	52 15%	40 15%	131 18%	142 21%	102 15%	110 16%	208 19%	147 15%	156 20%	198 16%	119 18%	236 17%	232 16%	103 19%	121 12%	234 22%	76 24%	42 18%	178 14%
Strongly disagree	150 7%	37 6%	24 7%	22 8%	59 8%	82 12%	34 5%	34 5%	85 8%	64 7%	68 9%	82 6%	49 7%	101 7%	92 6%	43 8%	49 5%	101 9%	21 7%	22 9%	79 6%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 91

Q6_1 Who should have the primary responsibility for each of the following?

Managing security of user data

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Technology companies	854 41%	403 41%	451 42%	190 31%	149 43% D	157 46% D	138 41% D	220 50% DG	89 30%	71 41% I	79 47% I	68 44% I	96 49% I	101 33%	78 45% N	78 45% N	70 39%	123 51% NQ	147 40%	326 41%	181 41%	200 42%
Regulatory agencies	455 22%	226 23%	229 21%	131 21%	62 18%	64 19%	88 26% Ef	111 25% Ef	79 26% N	39 23% o	31 18%	30 19%	48 24%	51 17%	23 13%	33 19%	58 32% NOPL	63 26% NO	70 19%	157 20%	106 24%	122 25% st
Individual users	299 14%	146 15%	153 14%	76 13%	50 14%	55 16%	62 18% dh	56 13%	37 12%	27 16%	24 14%	37 24% IkMQ	21 11%	40 13%	23 13%	31 18%	24 13%	35 14%	61 17% U	120 15% U	44 10%	73 15% u
Elected lawmakers	190 9%	105 11% c	84 8%	82 13% FGH	32 9%	26 7%	25 8%	25 6%	39 13%	22 13% o	17 10%	10 6%	18 9% R	43 14% OPR	10 6%	9 5%	15 9% R	6 3%	48 13% TU	67 9%	31 7%	44 9%
Someone else	129 6%	56 6%	73 7%	76 12% EFGH	25 7% GH	15 4% H	7 2%	6 1%	31 10% JLM	6 4%	10 6%	4 3%	4 2%	45 15% PQR	18 11% PQRj	5 3%	3 2%	2 1%	15 4%	63 8% SV	36 8% sV	15 3%
No one	143 7%	54 5%	89 8% b	54 9% gH	27 8%	26 7%	15 5%	21 5%	26 9%	6 4%	8 5%	5 3%	9 4%	28 9%	21 12% qRJ	17 10%	10 6%	12 5%	23 6%	57 7%	38 9%	25 5%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 92

Q6_1 Who should have the primary responsibility for each of the following?

Managing security of user data

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Technology companies	854 41%	229 36%	164 49% Bd	104 40%	325 45% B	220 32%	291 43% F	342 49% Fg	461 42%	392 41%	315 39%	539 42%	271 40%	583 42%	640 45% P	197 36%	461 47% R	392 36%	115 36%	91 38%	555 44% s
Regulatory agencies	455 22%	132 21%	74 22%	57 22%	161 22%	143 21%	149 22%	164 23%	245 22%	210 22%	166 21%	289 23%	144 21%	311 22%	321 22%	110 20%	223 23%	233 21%	74 23%	51 22%	279 22%
Individual users	299 14%	106 17% ce	41 12%	41 16%	87 12%	121 17% H	98 15%	80 11%	148 13%	151 16%	111 14%	187 15%	91 13%	208 15%	203 14%	79 15%	144 15%	154 14%	48 15%	25 10%	187 15%
Elected lawmakers	190 9%	61 10%	31 9%	23 9%	71 10%	65 9%	71 11%	54 8%	101 9%	89 9%	89 11% I	101 8%	80 12% N	110 8%	125 9%	55 10%	70 7%	119 11% Q	40 13% U	25 11%	87 7%
Someone else	129 6%	47 7% C	12 4%	27 10% Ce	39 6%	67 10% GH	22 3%	41 6% g	84 8% J	46 5%	72 9% L	57 5%	63 9% N	66 5%	79 6%	45 8% o	41 4%	89 8% Q	23 7%	28 12% U	55 4%
No one	143 7%	56 9% CDE	16 5%	11 4%	33 5%	79 11% GH	42 6% H	22 3%	64 6%	79 8% i	47 6%	96 8%	28 4%	114 8% M	63 4%	57 11% O	45 5%	98 9% Q	17 5%	18 8%	89 7%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 93

Q6_2 Who should have the primary responsibility for each of the following?

Deciding how a user's data can be used by a brand

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Individual users	658 32%	297 30%	362 34%	151 25%	102 30%	118 35%	131 39%	157 36%	71 23%	37 22%	62 37%	64 42%	63 32%	80 26%	65 37%	57 33%	66 36%	94 39%	108 30%	246 31%	146 34%	158 33%
Regulatory agencies	514 25%	246 25%	268 25%	136 22%	73 21%	75 22%	87 26%	144 33%	69 23%	32 19%	33 19%	41 27%	70 36%	67 22%	40 23%	42 24%	45 25%	74 30%	85 23%	186 24%	124 28%	119 25%
Technology companies	377 18%	177 18%	199 18%	117 19%	79 23%	66 19%	49 15%	64 15%	46 15%	51 30%	32 19%	21 14%	27 14%	71 23%	29 16%	34 20%	28 16%	37 15%	69 19%	146 18%	68 16%	93 19%
Elected lawmakers	227 11%	138 14%	89 8%	80 13%	34 10%	40 12%	32 9%	41 9%	50 17%	27 16%	27 16%	9 6%	24 12%	30 10%	6 4%	13 8%	22 12%	17 7%	49 14%	92 12%	37 9%	49 10%
Someone else	114 6%	64 7%	50 5%	58 9%	26 8%	18 5%	8 2%	3 1%	33 11%	12 7%	12 7%	5 3%	2 1%	24 8%	14 8%	7 4%	3 2%	1 1%	24 7%	39 5%	29 7%	22 5%
No one	179 9%	68 7%	110 10%	67 11%	31 9%	23 7%	29 9%	29 7%	32 11%	10 6%	3 2%	12 8%	10 5%	35 11%	20 12%	20 12%	17 9%	19 8%	27 8%	81 10%	32 7%	38 8%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 94

Q6_2 Who should have the primary responsibility for each of the following?
 Deciding how a user's data can be used by a brand

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Individual users	658 32%	215 34%	102 30%	84 32%	225 31%	207 30%	227 34%	224 32%	332 30%	326 34%	227 28%	431 34% K	186 27%	473 34% M	455 32%	184 34%	337 34% r	322 30%	86 27%	62 26%	430 34% t
Regulatory agencies	514 25%	156 25%	96 28%	67 26%	167 23%	172 25%	148 22%	194 28% g	265 24%	249 26%	187 23%	328 26%	155 23%	359 26%	381 27% P	114 21%	247 25%	268 25%	75 24%	48 20%	328 26%
Technology companies	377 18%	108 17%	64 19%	51 20%	137 19%	118 17%	123 18%	136 19%	219 20%	158 16%	174 22% L	203 16%	150 22% N	226 16%	263 18%	102 19%	194 20%	183 17%	72 23% u	54 23% u	204 16%
Elected lawmakers	227 11%	54 9%	35 10%	27 10%	102 14% B	57 8%	82 12% f	88 13% F	139 13% j	88 9%	85 11%	142 11%	82 12%	145 10%	161 11%	56 10%	112 11%	115 11%	50 16% U	23 10%	124 10%
Someone else	114 6%	35 5%	13 4%	16 6%	45 6%	54 8% Gh	27 4%	34 5%	76 7% J	38 4%	73 9% L	41 3%	67 10% N	48 3%	72 5%	31 6%	35 4%	79 7% Q	17 5%	23 10% U	59 5%
No one	179 9%	64 10% E	28 8%	17 6%	40 6%	87 12% H	66 10% H	26 4%	72 7%	107 11%	55 7%	124 10% k	37 6%	141 10% M	100 7%	56 10% O	60 6%	119 11% Q	16 5%	28 12% S	107 9%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 95

**Q6_3 Who should have the primary responsibility for each of the following?
 Determining technology company employees' rights and fair compensation**

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Technology companies	645 31%	288 29%	358 33%	137 23%	114 33% D	122 36% D	123 37% D	149 34% D	56 19%	59 35% I	59 35% I	62 40% IM	51 26%	81 26% i	55 31%	63 36% n	62 34%	98 40% NM	120 33% u	267 34% U	116 27%	142 30%
Regulatory agencies	594 29%	275 28%	319 30%	150 25%	71 20%	94 27% e	108 32% dE	172 39% DEF	74 24%	30 18%	36 22%	51 33% Jk	84 43% IJK	76 25%	41 23%	57 33% k	57 31%	88 36% NO	105 29%	194 25%	142 32% T	154 32% T
Elected lawmakers	317 15%	176 18% C	141 13%	116 19% H	50 15%	54 16%	48 14%	49 11%	67 22%	26 15%	32 19%	22 14%	30 15% R	49 16% R	25 14%	23 13%	26 14% r	19 8%	56 15%	121 15%	63 14%	77 16%
Individual users	236 11%	119 12%	118 11%	95 16% FGH	53 15% FGH	25 7%	26 8%	37 8%	45 15% Lm	34 20% KLMo	15 9%	9 6%	16 8%	51 16% PqR	20 11%	9 5%	17 9%	21 9%	44 12%	97 12%	51 12%	44 9%
Someone else	125 6%	74 7% C	51 5%	58 9% GH	25 7% H	22 7% H	13 4%	7 2%	38 13% LMN	12 7% m	15 9% M	5 3%	4 2%	20 6% R	13 7% R	8 4% r	8 4% r	3 1%	22 6%	47 6%	24 5%	31 6%
No one	151 7%	59 6%	92 9% b	53 9%	32 9%	25 7%	17 5%	24 6%	22 7%	10 6%	11 6%	5 3%	11 6%	32 10%	22 13% Rj	14 8%	12 7%	13 5%	17 5%	64 8% s	40 9% S	30 6%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 96

Q6_3 Who should have the primary responsibility for each of the following?
 Determining technology company employees' rights and fair compensation

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Technology companies	645 31%	191 30%	102 30%	89 34%	239 33%	202 29%	188 28%	255 36% FG	334 30%	312 32%	229 29%	416 33%	213 31%	433 31%	471 33%	157 29%	320 33%	325 30%	101 32%	75 32%	398 32%
Regulatory agencies	594 29%	171 27%	102 30%	69 26%	212 30%	175 25%	204 30%	215 31% F	294 27%	300 31% I	209 26%	385 30%	177 26%	417 30%	432 30%	139 26%	297 30%	297 27%	91 29%	60 25%	389 31%
Elected lawmakers	317 15%	91 14%	55 16%	44 17%	117 16%	88 13%	126 19% F	103 15%	181 16%	136 14%	133 17%	184 15%	102 15%	216 15%	205 14%	100 18% O	147 15%	170 16%	54 17%	27 12%	185 15%
Individual users	236 11%	75 12%	36 11%	30 11%	79 11%	100 14% gH	69 10%	68 10%	135 12%	101 10%	106 13% I	130 10%	89 13%	147 11%	162 11%	59 11%	125 13%	112 10%	42 13%	35 15% u	120 10%
Someone else	125 6%	47 8%	20 6%	16 6%	36 5%	51 7%	39 6%	34 5%	84 8% J	41 4%	74 9% L	50 4%	60 9% N	64 5%	92 6%	25 5%	49 5%	76 7%	15 5%	20 8%	62 5%
No one	151 7%	55 9% E	23 7%	15 6%	33 5%	78 11% GH	48 7% H	26 4%	74 7%	77 8%	48 6%	104 8%	37 5%	115 8% m	70 5%	63 12% O	47 5%	104 10% Q	13 4%	20 8%	99 8%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 97

Q6_4 Who should have the primary responsibility for each of the following?

Defining what is misinformation

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Regulatory agencies	641 31%	305 31%	335 31%	152 25%	77 22%	103 30%	131 39%	178 41%	77 26%	41 24%	44 26%	60 39%	84 43%	75 24%	36 20%	59 34%	71 39%	94 39%	116 32%	240 30%	140 32%	145 30%
Individual users	402 19%	188 19%	214 20%	109 18%	69 20%	70 21%	74 22%	80 18%	35 12%	32 19%	39 23%	46 30%	36 18%	74 24%	36 21%	31 18%	28 15%	45 18%	77 21%	154 19%	78 18%	93 19%
Technology companies	358 17%	177 18%	180 17%	94 15%	72 21%	61 18%	60 18%	70 16%	54 18%	40 24%	30 18%	22 14%	31 16%	40 13%	32 18%	30 17%	38 21%	40 16%	62 17%	131 17%	80 18%	85 18%
Elected lawmakers	303 15%	158 16%	145 13%	107 18%	58 17%	49 14%	34 10%	54 12%	67 22%	29 17%	27 16%	13 9%	22 11%	40 13%	29 17%	23 13%	21 12%	32 13%	57 16%	116 15%	46 11%	84 18%
Someone else	144 7%	66 7%	78 7%	61 10%	29 8%	19 6%	13 4%	21 5%	25 8%	14 8%	15 9%	6 4%	6 3%	36 12%	15 9%	5 3%	7 4%	15 6%	20 5%	54 7%	40 9%	31 6%
No one	221 11%	96 10%	125 12%	85 14%	39 11%	39 11%	23 7%	35 8%	43 14%	14 8%	14 8%	7 5%	18 9%	42 14%	25 15%	25 15%	16 9%	17 7%	32 9%	96 12%	53 12%	41 9%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 98

Q6_4 Who should have the primary responsibility for each of the following?
 Defining what is misinformation

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Regulatory agencies	641 31%	181 29%	115 34%	88 34%	226 32%	165 24%	234 35% F	242 34% F	320 29%	320 33%	205 26%	436 34% K	172 25%	468 34% M	491 34% P	136 25%	340 35% R	301 28%	92 29%	63 27%	416 33%
Individual users	402 19%	116 18%	60 18%	59 22%	145 20%	137 20%	129 19%	136 19%	219 20%	183 19%	164 21%	238 19%	141 21%	262 19%	285 20%	103 19%	201 20%	201 19%	46 15%	36 15%	254 20%
Technology companies	358 17%	110 17%	48 14%	49 19%	143 20% c	117 17%	94 14%	147 21% G	210 19% J	148 15%	163 20% L	195 15%	146 22% N	212 15%	249 17%	101 19%	183 19%	174 16%	53 17%	55 23%	218 17%
Elected lawmakers	303 15%	83 13%	67 20% Bde	34 13%	99 14%	110 16%	109 16% h	85 12%	155 14%	148 15%	118 15%	185 15%	97 14%	207 15%	188 13%	100 18% O	125 13%	178 16% q	69 22% U	39 16%	147 12%
Someone else	144 7%	57 9% c	18 5%	15 6%	47 7%	57 8%	39 6%	48 7%	86 8%	58 6%	68 8% I	76 6%	66 10% N	78 6%	98 7%	42 8%	62 6%	82 8%	19 6%	25 11%	86 7%
No one	221 11%	85 13% cDE	30 9%	18 7%	56 8%	108 16% GH	69 10% H	44 6%	112 10%	110 11%	81 10%	140 11%	55 8%	166 12% M	122 9%	63 12%	73 7%	148 14% Q	37 12%	20 8%	131 10%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 99

Q6_5 Who should have the primary responsibility for each of the following?
 Controlling the spread of misinformation

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Technology companies	590 29%	293 30%	297 28%	150 25%	114 33% D	103 30%	92 28%	130 30%	79 26%	55 32%	54 32%	46 30%	59 30%	71 23%	59 34% N	49 28%	46 26%	72 30%	127 35% TU	213 27%	111 25%	139 29%
Regulatory agencies	548 26%	248 25%	300 28%	127 21%	71 21%	79 23%	110 33% DEF	161 37% DEF	63 21%	32 19%	31 18%	47 30% jk	76 39% IJK	64 21%	39 22%	48 28%	64 35% NO	85 35% NO	81 22%	217 27%	126 29% s	124 26%
Individual users	338 16%	194 20% C	144 13%	106 17% h	65 19% H	64 19% H	49 15%	54 12%	61 20% M	45 26% MO	33 20%	32 21% mQ	23 12%	45 15%	21 12%	31 18% q	18 10%	30 13%	72 20% t	120 15%	67 15%	79 16%
Elected lawmakers	258 12%	129 13%	129 12%	85 14% e	30 9%	47 14%	42 12%	54 12%	42 14%	21 12% o	28 17%	16 11%	21 11%	43 14% O	9 5%	19 11%	25 14% O	32 13% O	41 11%	105 13%	53 12%	59 12%
Someone else	154 7%	52 5%	102 9% B	72 12% FGH	34 10% GH	21 6% H	15 4%	11 2%	23 8% M	8 4%	12 7% M	6 4%	3 1%	49 16% PQRI	27 15% PQRJ	9 5%	9 5%	8 3%	21 6%	61 8%	37 9%	35 7%
No one	181 9%	75 8%	106 10%	68 11% H	29 9%	28 8%	26 8%	30 7%	33 11% I	10 6%	9 6%	7 5%	15 8%	35 11% r	19 11%	18 10%	19 11%	15 6%	22 6%	74 9%	42 10%	43 9%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 100

Q6_5 Who should have the primary responsibility for each of the following?
 Controlling the spread of misinformation

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Technology companies	590 29%	177 28%	94 28%	75 29%	229 32%	168 24%	187 28%	235 34% Fg	319 29%	271 28%	247 31%	343 27%	205 30%	385 28%	422 29%	156 29%	305 31% r	285 26%	78 25%	69 29%	376 30%
Regulatory agencies	548 26%	158 25%	85 25%	72 28%	192 27%	145 21%	202 30% F	200 29% F	287 26%	261 27%	185 23%	363 29% K	157 23%	391 28% m	399 28%	132 24%	290 29% R	258 24%	72 23%	57 24%	371 30% s
Individual users	338 16%	118 19%	59 18%	35 13%	112 16%	123 18%	108 16%	107 15%	195 18%	143 15%	120 15%	218 17%	107 16%	231 17%	241 17%	77 14%	160 16%	178 16%	73 23% TU	31 13%	181 14%
Elected lawmakers	258 12%	75 12%	55 16% bD	25 9%	91 13%	98 14%	85 13%	75 11%	138 13%	120 12%	107 13%	151 12%	88 13%	170 12%	174 12%	74 14%	113 12%	144 13%	42 13%	42 18% u	144 11%
Someone else	154 7%	47 7%	21 6%	34 13% BCE	42 6%	67 10% gh	41 6%	46 6%	88 8%	65 7%	88 11% L	66 5%	75 11% N	78 6%	92 6%	49 9%	52 5%	102 9% Q	36 11% U	23 10% u	68 5%
No one	181 9%	57 9%	23 7%	21 8%	51 7%	92 13% GH	51 8%	38 5%	74 7%	107 11%	53 7%	128 10% K	44 7%	137 10% m	104 7%	56 10% o	64 6%	117 11% Q	16 5%	16 7%	112 9%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 101

Q6_6 Who should have the primary responsibility for each of the following?

Preventing echo chambers (i.e., users only hear or see things that reaffirm their beliefs and are unable to see or hear opposing views)

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Regulatory agencies	481 23%	224 23%	256 24%	146 24% e	60 18%	67 20%	78 23%	128 29% EF	80 27% JK	28 16%	24 14%	34 22%	59 30% JK	66 22%	33 19%	44 25% k	44 24%	69 29% o	87 24%	177 22%	94 22%	123 26%
Technology companies	472 23%	223 23%	249 23%	124 20% DFGH	110 32% DFGH	75 22%	62 19%	100 23%	60 20%	54 32% ILm	40 24%	26 17%	43 22%	65 21%	56 32% NPQ	35 20%	36 20%	57 23%	72 20%	194 25%	101 23%	105 22%
Individual users	408 20%	215 22% c	194 18%	116 19%	53 15%	73 21%	92 28% DEH	74 17%	60 20%	29 17%	38 23%	54 35% IJKMQ	34 17%	56 18%	24 14%	35 20%	38 21%	40 17%	86 24% u	151 19%	76 18%	94 20%
Elected lawmakers	304 15%	163 16% c	141 13%	90 15%	56 16%	52 15%	46 14%	60 14%	48 16%	38 22% LO	29 17%	16 10%	32 16%	42 14%	18 10%	23 13%	30 17%	28 12%	43 12%	118 15%	68 16%	75 16%
Someone else	123 6%	65 7%	58 5%	55 9% fGH	22 6%	16 5%	14 4%	16 4%	30 10% M	10 6% m	14 8%	8 5%	3 2%	25 8% Pq	12 7% P	2 1%	5 3%	13 5% pm	33 9% Tv	37 5%	29 7%	25 5%
No one	281 14%	100 10%	181 17% B	77 13%	42 12%	59 17%	42 13%	60 14%	24 8%	12 7%	24 14%	15 10%	25 13%	53 17% I	30 17% J	35 20%	28 15%	35 14%	43 12%	113 14%	67 15%	57 12%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 102

Q6_6 Who should have the primary responsibility for each of the following?
 Preventing echo chambers (i.e., users only hear or see things that reaffirm their beliefs and are unable to see or hear opposing views)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Regulatory agencies	481 23%	131 21%	81 24%	64 24%	183 26% b	149 22%	159 24%	172 25%	248 23%	232 24%	182 23%	299 24%	156 23%	325 23%	371 26% P	101 18%	232 24%	248 23%	94 30% u	56 24%	278 22%
Technology companies	472 23%	143 23%	86 25% d	47 18%	178 25% d	134 19%	144 21%	195 28% FG	278 25% J	195 20%	201 25%	271 21%	183 27% N	289 21%	324 23%	131 24%	249 25% R	223 21%	79 25%	50 21%	278 22%
Individual users	408 20%	131 21%	69 21%	56 21%	129 18%	141 20%	135 20%	133 19%	212 19%	197 20%	150 19%	259 20%	122 18%	286 21%	297 21%	95 17%	200 20%	209 19%	55 17%	48 20%	249 20%
Elected lawmakers	304 15%	83 13%	44 13%	45 17%	124 17% b	91 13%	109 16%	104 15%	186 17% J	118 12%	125 16%	179 14%	113 17%	191 14%	209 15%	85 16%	154 16%	150 14%	39 12%	43 18%	179 14%
Someone else	123 6%	39 6%	18 5%	18 7%	36 5%	49 7%	37 5%	37 5%	67 6%	56 6%	54 7%	69 5%	43 6%	80 6%	66 5%	48 9% O	42 4%	80 7% Q	26 8%	17 7%	63 5%
No one	281 14%	105 17% cE	40 12%	32 12%	65 9%	129 19% gH	91 13% H	61 9%	112 10%	169 17% I	89 11%	191 15% k	60 9%	220 16% M	166 12%	86 16% o	107 11%	174 16% Q	23 7%	24 10%	205 16% St
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 103

**Q6_7 Who should have the primary responsibility for each of the following?
 Ensuring diverse leadership at technology companies**

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Technology companies	918 44%	431 44%	486 45%	200 33%	154 45% D	165 48% D	181 54% De	218 50% D	76 25%	76 45% I	84 50% I	101 65% IJKMQ	95 48% I	124 40% I	78 45%	81 47%	80 44%	123 51% n	158 43%	336 43%	199 46%	225 47%
Regulatory agencies	375 18%	172 17%	203 19%	108 18%	70 20% f	47 14%	64 19%	86 20% f	59 20% K	34 20% K	11 6%	22 15% k	46 23% K	49 16%	36 21%	36 21% K	42 23%	40 17%	79 22% tv	131 17%	88 20%	77 16%
Elected lawmakers	246 12%	132 13%	113 10%	90 15% Gh	36 10%	48 14% g	28 8%	44 10%	47 16% L	22 13% I	35 21% LMP	8 5%	21 10%	43 14%	14 8%	13 8%	20 11%	24 10%	41 11% U	102 13% U	33 8%	70 15% U
Individual users	210 10%	113 11%	97 9%	97 16% FGH	42 12% fH	23 7%	25 7%	23 5% KLMn	59 20% KIM	27 16% KIM	9 6%	11 7%	7 4%	39 13% r	15 9%	14 8%	14 8%	16 6%	36 10%	85 11%	47 11%	42 9%
Someone else	104 5%	55 6%	49 5%	47 8% eGH	14 4%	18 5%	8 2%	17 4%	27 9% jLm	5 3%	13 8% Lp	1 1%	8 4%	20 6%	9 5%	4 2%	7 4%	10 4%	21 6%	47 6%	16 4%	21 4%
No one	216 10%	87 9%	130 12% b	66 11%	29 8%	42 12%	29 9%	49 11%	33 11% J	6 4%	17 10% j	11 7%	20 10% J	34 11%	23 13% J	25 15%	19 10%	29 12%	29 8%	89 11%	53 12%	45 9%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 104

Q6_7 Who should have the primary responsibility for each of the following?
 Ensuring diverse leadership at technology companies

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Technology companies	918 44%	259 41%	170 50% B	119 45%	326 46%	255 37%	297 44% F	366 52% FG	490 44%	428 44%	315 39%	603 47% K	297 44%	621 45%	651 45%	241 44%	476 48% R	442 41%	125 40%	80 34%	603 48% ST
Regulatory agencies	375 18%	122 19%	55 16%	51 20%	127 18%	118 17%	140 21%	116 17%	201 18%	174 18%	143 18%	232 18%	122 18%	253 18%	280 20% p	83 15%	185 19%	190 17%	71 23%	41 17%	219 18%
Elected lawmakers	246 12%	65 10%	34 10%	31 12%	110 15% Bc	80 12%	90 13%	76 11%	144 13%	102 11%	122 15% L	123 10%	99 15% N	146 11%	164 11%	75 14%	120 12%	126 12%	54 17% U	36 15%	132 11%
Individual users	210 10%	63 10%	40 12%	21 8%	68 10%	89 13% G	56 8%	66 9%	127 12% J	83 9%	107 13% L	103 8%	77 11%	133 10%	137 10%	53 10%	90 9%	120 11%	38 12% u	36 15% U	94 8%
Someone else	104 5%	39 6% C	7 2%	18 7% C	33 5%	43 6%	31 5%	30 4%	56 5%	49 5%	51 6% I	53 4%	34 5%	70 5%	70 5%	25 5%	34 3%	70 6% Q	16 5%	23 10% U	56 4%
No one	216 10%	83 13% dE	32 10%	22 8%	51 7%	108 16% GH	60 9%	48 7%	85 8%	131 14% I	61 8%	155 12% K	47 7%	169 12% M	129 9%	67 12% o	79 8%	137 13% Q	11 3%	21 9% s	148 12% S
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 105

Q6_8 Who should have the primary responsibility for each of the following?

Determining if a company is too big

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Regulatory agencies	779 38%	379 38%	400 37%	187 31%	110 32%	115 34%	149 44%	218 50%	91 30%	51 30%	49 29%	80 52%	108 55%	96 31%	59 34%	66 38%	69 38%	110 45%	141 39%	281 36%	168 39%	188 39%
Elected lawmakers	359 17%	190 19%	169 16%	99 16%	58 17%	61 18%	59 18%	82 19%	46 15%	34 20%	41 24%	28 18%	41 21%	54 17%	24 14%	20 12%	31 17%	40 17%	55 15%	136 17%	83 19%	85 18%
Technology companies	276 13%	126 13%	150 14%	99 16%	67 20%	44 13%	32 10%	34 8%	52 17%	38 23%	19 11%	11 7%	6 3%	47 15%	29 17%	25 14%	22 12%	28 11%	40 11%	116 15%	42 10%	79 16%
Individual users	224 11%	118 12%	106 10%	81 13%	42 12%	38 11%	29 9%	35 8%	48 16%	16 9%	27 16%	11 7%	16 8%	33 11%	26 15%	11 6%	18 10%	19 8%	48 13%	81 10%	48 11%	46 10%
Someone else	126 6%	66 7%	60 6%	57 9%	23 7%	23 7%	12 4%	10 2%	27 9%	17 10%	17 10%	3 2%	2 1%	30 10%	6 3%	6 4%	9 5%	8 3%	29 8%	57 7%	19 4%	21 4%
No one	305 15%	112 11%	193 18%	85 14%	45 13%	61 18%	54 16%	60 14%	38 13%	14 8%	16 9%	21 14%	23 12%	47 15%	31 18%	46 26%	33 18%	37 15%	51 14%	119 15%	75 17%	60 13%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 106

Q6_8 Who should have the primary responsibility for each of the following?

Determining if a company is too big

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Regulatory agencies	779 38%	213 34%	131 39%	100 38%	299 42% B	216 31%	251 37% f	311 44% FG	402 36%	376 39%	269 34%	510 40% K	228 34%	551 40% M	580 40% P	173 32%	396 40% r	383 35%	119 38%	86 36%	499 40%
Elected lawmakers	359 17%	109 17%	75 22% E	56 22% E	102 14%	123 18%	124 18%	112 16%	171 15%	188 19% i	125 16%	234 18%	125 18%	234 17%	244 17%	105 19%	191 19% r	168 15%	60 19%	32 14%	217 17%
Technology companies	276 13%	84 13%	39 12%	25 9%	118 17% D	87 13%	85 13%	104 15%	175 16% J	101 10%	129 16% L	147 12%	106 16% n	170 12%	201 14%	68 12%	138 14% r	138 13%	43 14%	32 13%	157 13%
Individual users	224 11%	78 12%	34 10%	31 12%	71 10%	86 12%	61 9%	78 11%	145 13% J	79 8%	106 13% L	118 9%	81 12%	143 10%	144 10%	69 13%	97 10%	128 12%	39 12%	29 12%	124 10%
Someone else	126 6%	45 7% c	13 4%	12 5%	43 6%	45 6%	47 7%	34 5%	64 6%	61 6%	64 8% L	61 5%	50 7%	76 5%	78 5%	40 7%	43 4%	83 8% Q	23 7%	27 11% U	51 4%
No one	305 15%	103 16% E	45 13%	37 14%	82 11%	137 20% H	105 16% H	63 9%	145 13%	160 17% i	106 13%	199 16%	87 13%	218 16%	185 13%	89 16%	120 12%	185 17% Q	33 10%	31 13%	205 16% s
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 107

Q7 How would your trust in a technology company change if they took each of the following actions?

Summary Of Trust More

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Allowed the government to investigate its business dealings	1005 49%	522 53% C	483 45%	253 42%	168 49% d	158 46%	161 48%	266 61% DEFG	136 45%	98 57% iO	81 48%	77 50%	130 66% IKLr	117 38%	70 40%	76 44%	84 46%	136 56% NOp	175 48%	380 48%	220 51%	229 48%
Gave the government a way to unlock its software to assist law enforcement in investigations	793 38%	394 40%	399 37%	192 32%	142 41% D	123 36%	123 37%	213 49% DeFG	98 33%	94 55% IKLO	60 36%	50 33%	91 46% IL	94 31%	48 27%	63 36%	73 40% nO	123 51% NOPq	131 36%	310 39%	172 39%	180 38%
Allowed its employees to unionize	765 37%	369 37%	396 37%	258 42% GH	154 45% GH	126 37% G	83 25%	145 33% G	122 40% L	81 48% LM	65 38% L	35 23%	66 34% I	136 44% QR	73 42% Q	62 36%	48 26%	78 32%	135 37%	268 34%	166 38%	195 41% t
Acquired smaller companies in its industry	497 24%	266 27% C	231 21%	202 33% FGH	120 35% FGH	62 18% h	60 18% h	52 12%	101 33% LM	74 43% KLMO	42 25% MP	31 20% M	19 10%	101 33% PQR	47 27% PQR	20 12%	29 16%	33 14%	90 25%	194 25%	87 20%	126 26% u
Formed a business partnership with the government	441 21%	255 26% C	186 17%	162 27% FGH	115 33% dFGH	57 17%	41 12%	66 15%	92 31% KLMn	81 48% IKLMO	29 17%	20 13%	33 17%	70 23% QR	34 19%	27 16%	21 12%	33 14%	79 22%	155 20%	88 20%	119 25%
Did not pay taxes or tried to avoid paying taxes	296 14%	188 19% C	109 10%	136 22% FGH	93 27% FGH	46 13% GH	14 4% h	7 2%	82 27% LMN	59 35% KLMO	35 21% LMP	5 3%	6 3%	54 18% PQR	34 19% PQR	10 6% R	9 5% R	1 1%	49 13% u	133 17% U	39 9%	76 16% U
Was not transparent about how customer data is utilized	295 14%	186 19% C	109 10%	150 25% FGH	72 21% FGH	35 10% H	23 7% H	14 3%	95 31% KLMN	46 27% KLMO	27 16% IMP	11 7%	7 4%	56 18% PQR	27 15% PQR	8 5%	13 7% U	7 3%	52 14% U	126 16% U	37 9%	80 17% U
Did not adequately protect customers' information from a data breach	279 13%	179 18% C	100 9%	112 18% FGH	97 28% DFGH	39 12% gh	20 6% H	10 2%	69 23% LMN	65 38% IKLMO	29 17% LMP	9 6%	6 3%	43 14% PQR	32 18% PQR	10 6% r	11 6% r	4 2%	56 15% u	110 14%	49 11%	64 13%
Company was involved in a misdeed (e.g., harassment, discrimination, leadership involved in a scandal)	275 13%	171 17% C	104 10%	120 20% FGH	78 23% FGH	35 10% gh	17 5%	25 6%	76 25% KLMN	50 29% KLMO	27 16% LMP	7 4%	12 6%	44 14% PQR	28 16% PQR	8 5%	11 6% u	13 5%	53 15% u	109 14% u	42 10%	70 15% u

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 108

Q7 How would your trust in a technology company change if they took each of the following actions?

Summary Of Trust More

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Allowed the government to investigate its business dealings	1005 49%	289 46%	172 51%	129 49%	367 51%	267 39%	326 48%	412 59%	534 48%	471 49%	390 49%	615 48%	348 51%	657 47%	760 53%	218 40%	534 54%	471 43%	140 44%	84 35%	673 54%
Gave the government a way to unlock its software to assist law enforcement in investigations	793 38%	223 35%	115 34%	99 38%	321 45%	219 32%	251 37%	323 46%	437 40%	356 37%	325 41%	468 37%	289 43%	503 36%	593 41%	169 31%	430 44%	363 33%	106 34%	84 36%	531 42%
Allowed its employees to unionize	765 37%	233 37%	115 34%	98 37%	282 39%	233 34%	247 37%	285 41%	468 42%	297 31%	349 44%	416 33%	298 44%	467 34%	523 37%	199 37%	383 39%	382 35%	140 44%	112 47%	411 33%
Acquired smaller companies in its industry	497 24%	163 26%	59 17%	57 22%	204 29%	167 24%	140 21%	190 27%	328 30%	169 17%	263 33%	234 18%	239 35%	258 18%	343 24%	131 24%	247 25%	250 23%	97 31%	67 28%	285 23%
Formed a business partnership with the government	441 21%	100 16%	50 15%	62 24%	214 30%	139 20%	98 15%	203 29%	316 29%	125 13%	262 33%	179 14%	223 33%	218 16%	337 24%	87 16%	235 24%	206 19%	83 28%	63 27%	228 18%
Did not pay taxes or tried to avoid paying taxes	296 14%	75 12%	25 7%	33 12%	156 22%	114 16%	45 7%	137 20%	234 21%	62 6%	205 26%	91 7%	187 28%	109 8%	228 16%	57 10%	144 15%	152 14%	71 23%	50 21%	132 11%
Was not transparent about how customer data is utilized	295 14%	76 12%	35 10%	36 14%	138 19%	104 15%	64 10%	127 18%	225 20%	70 7%	168 21%	127 10%	151 22%	145 10%	211 15%	72 13%	130 13%	165 15%	70 22%	55 23%	141 11%
Did not adequately protect customers' information from a data breach	279 13%	76 12%	22 6%	11 4%	139 19%	97 14%	41 6%	142 20%	217 20%	62 6%	186 23%	93 7%	167 25%	112 8%	195 14%	62 11%	147 15%	132 12%	63 20%	50 21%	137 11%
Company was involved in a misdeed (e.g., harassment, discrimination, leadership involved in a scandal)	275 13%	66 10%	34 10%	34 13%	126 18%	79 11%	69 10%	127 18%	208 19%	67 7%	160 20%	115 9%	146 22%	129 9%	203 14%	55 10%	139 14%	136 13%	56 18%	42 18%	139 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 109

Q7 How would your trust in a technology company change if they took each of the following actions?

Summary Of Trust Less

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Did not adequately protect customers' information from a data breach	1374 66%	606 61%	769 71% B	318 52%	170 49%	243 71% DE	253 76% DE	389 89% DEFG	141 47%	70 41%	106 63% IJ	117 76% IJK	171 87% IJKL	177 57% I	100 58% J	138 79% NOK	136 75% NO	218 90% NOPQ	239 66%	501 63%	296 68%	339 71% T
Company was involved in a misdeed (e.g., harassment, discrimination, leadership involved in a scandal)	1355 65%	605 61%	749 69% B	327 54%	183 53%	229 67% DE	240 72% DE	376 86% DEFG	148 49%	89 52%	95 57%	104 68% IJ	169 86% IJKL	179 58% I	94 54%	134 77% NOK	136 75% NO	207 85% NOPQ	222 61%	523 66%	287 66%	323 67%
Was not transparent about how customer data is utilized	1311 63%	582 59%	729 68% B	289 47%	168 49%	230 67% DE	241 72% DE	384 88% DEFG	129 43%	70 41%	100 60% IJ	110 72% IJK	172 88% IJKL	160 52% I	97 56% J	129 75% NOK	131 72% NO	212 87% NOPQ	216 59%	491 62%	289 66% s	316 66%
Did not pay taxes or tried to avoid paying taxes	1290 62%	550 56%	740 69% B	299 49%	163 47%	215 63% DE	239 71% DEI	374 85% DEFG	133 44%	73 43%	85 50%	103 67% IJK	157 80% IJKL	167 54% I	90 52%	130 75% NOK	136 75% NO	216 89% NOPQM	226 62%	465 59%	279 64%	319 67% T
Formed a business partnership with the government	818 40%	384 39%	434 40%	228 37% e	103 30%	162 48% DE	142 42% E	182 42% E	113 37% J	41 24%	85 50% IJ	61 40% J	84 43% J	115 38% J	62 36% j	78 45% j	81 45% j	98 40% j	122 34%	322 41% S	177 41% s	197 41% s
Gave the government a way to unlock its software to assist law enforcement in investigations	608 29%	284 29%	324 30%	225 37% EGH	83 24%	122 36% EGH	86 26%	92 21%	109 36% JM	33 19%	62 37% JM	40 26%	39 20%	116 38% QR	49 28%	60 35% R	46 25%	52 22%	105 29%	216 27%	122 28%	164 34% t
Acquired smaller companies in its industry	562 27%	272 28%	290 27%	178 29% E	64 19%	91 27% e	89 27% e	141 32% E	94 31% J	31 18%	40 24%	37 24%	70 35% JKI	84 27%	33 19%	50 29% o	51 28% o	71 29% O	96 26%	192 24%	114 26%	161 34% sTu
Allowed the government to investigate its business dealings	403 19%	169 17%	233 22% B	172 28% EGH	71 21% GH	77 23% GH	42 12%	41 9%	76 25% LM	30 18% M	40 24% LM	15 10% m	8 4% pQR	96 31% qR	41 24% qR	36 21% qR	26 15% qR	33 14% M	64 18%	170 22% U	66 15% U	103 21% u
Allowed its employees to unionize	356 17%	193 20% C	162 15%	111 18%	53 15%	68 20% h	61 18%	62 14%	60 20%	33 19%	38 23%	33 22%	29 15%	51 17%	20 12%	30 17%	28 15%	33 14%	72 20% u	148 19% u	61 14%	75 16%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 110

Q7 How would your trust in a technology company change if they took each of the following actions?

Summary Of Trust Less

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Did not adequately protect customers' information from a data breach	1374 66%	412 65%	244 72% bE	188 72% e	453 63%	407 59%	494 73% Fh	473 67% F	671 61%	703 73% I	445 56%	929 73% K	374 55%	1000 72% M	983 69%	350 64%	688 70% R	686 63%	192 61%	127 53%	883 70% ST
Company was involved in a misdeed (e.g., harassment, discrimination, leadership involved in a scandal)	1355 65%	413 65%	238 70% e	180 69%	448 63%	402 58%	487 72% Fh	466 66% F	658 60%	696 72% I	462 58%	892 70% K	382 56%	973 70% M	967 68%	342 63%	678 69% R	677 62%	191 60%	127 53%	869 69% ST
Was not transparent about how customer data is utilized	1311 63%	390 62%	237 70% BE	185 71% BE	423 59%	381 55%	471 70% F	458 65% F	632 57%	679 70% I	425 53%	887 70% K	364 54%	947 68% M	941 66% p	326 60%	674 68% R	638 59%	173 55%	117 49%	847 68% ST
Did not pay taxes or tried to avoid paying taxes	1290 62%	396 63% e	234 69% bE	179 68% E	403 56%	383 55%	477 71% FH	430 61% f	611 55%	679 70% I	412 52%	878 69% K	349 52%	941 68% M	911 64%	333 61%	641 65% f	649 60%	181 57%	126 53%	822 66% ST
Formed a business partnership with the government	818 40%	282 45% E	139 41% e	100 38%	245 34%	280 40% H	306 45% H	232 33%	413 37%	405 42%	277 35%	541 43% K	237 35%	581 42% M	543 38%	238 44% o	378 38%	440 41%	121 38%	97 41%	491 39%
Gave the government a way to unlock its software to assist law enforcement in investigations	608 29%	197 31%	100 30%	70 27%	200 28%	214 31%	209 31%	185 26%	324 29%	284 29%	245 31%	363 29%	185 27%	423 30%	395 28%	185 34% O	267 27%	341 31% q	108 34% U	77 33% U	306 24%
Acquired smaller companies in its industry	562 27%	157 25%	93 28%	68 26%	213 30%	182 26%	198 29%	183 26%	297 27%	265 27%	204 26%	358 28%	162 24%	401 29% m	397 28%	139 26%	271 28%	292 27%	104 33% U	56 24%	303 24%
Allowed the government to investigate its business dealings	403 19%	125 20%	52 16%	41 16%	155 22% c	187 27% GH	105 16%	111 16%	240 22% J	163 17%	184 23% L	219 17%	145 21%	258 19%	229 16%	143 26% O	154 16%	249 23% Q	62 20%	78 33% SU	177 14%
Allowed its employees to unionize	356 17%	102 16%	46 14%	43 16%	142 20% c	132 19%	99 15%	125 18%	197 18%	159 16%	155 19%	201 16%	126 19%	230 16%	252 18%	89 16%	168 17%	188 17%	54 17%	44 19%	198 16%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 111

Q7_1 How would your trust in a technology company change if they took each of the following actions?
 Did not adequately protect customers' information from a data breach

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Trust More (Net)	279 13%	179 18% C	100 9%	112 18% FGH	97 28% DFGH	39 12% gH	20 6% H	10 2%	69 23% LMN	65 38% IKLMO	29 17% LMP	9 6%	6 3%	43 14% PQR	32 18% PQR	10 6% r	11 6% r	4 2%	56 15%	110 14%	49 11%	64 13%
Trust much more	92 4%	65 7% C	27 3%	42 7% fGH	32 9% FGH	10 3% h	4 1%	4 1%	31 10% LMN	23 13% KLMO	8 5% m	1 1%	2 1%	11 4% qR	9 5% qR	2 1%	2 1%	2 1%	21 6%	35 4%	19 4%	17 4%
Trust somewhat more	187 9%	114 12% C	73 7%	70 12% GH	65 19% DFGH	29 8% H	16 5% H	7 1%	38 13% IM	43 25% IKLMO	21 13% IMP	7 5%	5 2%	32 10% pqR	23 13% PQR	8 4% r	9 5% R	2 1%	35 10%	76 10%	30 7%	47 10%
No change in trust	416 20%	206 21%	209 19%	179 29% eFGH	78 23% H	59 17% H	62 18% H	39 9%	91 30% jklm	36 21% M	33 20% M	27 18% m	19 10%	88 29% PqR	42 24% pR	26 15% r	34 19% R	20 8%	69 19%	179 23% V	91 21%	76 16%
Trust Less (Net)	1374 66%	606 61% B	769 71% B	318 52% B	170 49% H	243 71% DE	253 76% DE	389 89% DEFG	141 47% jklm	70 41% M	106 63% IJ	117 76% IJK	171 87% IJKL	177 57% I	100 58% J	138 79% NOK	136 75% NO	218 90% NOPQ	239 66%	501 63%	296 68%	339 71% T
Trust somewhat less	350 17%	170 17%	180 17%	118 19% H	49 14% H	62 18% H	64 19% h	57 13%	52 17%	28 16%	32 19%	36 23% M	24 12%	67 22% or	22 12%	31 18%	28 15%	33 14%	70 19% t	113 14%	77 18%	90 19%
Trust much less	1024 50%	435 44% B	589 55% B	200 33% B	121 35% H	181 53% DE	190 57% DE	333 76% DEFG	90 30%	42 25%	74 44% IJ	81 53% IJ	148 75% IJKL	110 36% J	79 45% J	107 62% NOK	109 60% NO	185 76% NOPQ	169 46%	387 49%	219 50%	249 52%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 112

Q7_1 How would your trust in a technology company change if they took each of the following actions?
 Did not adequately protect customers' information from a data breach

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Trust More (Net)	279 13%	76 12% C	22 6%	29 11%	139 19% BCD	97 14% G	41 6%	142 20% FG	217 20% J	62 6%	186 23% L	93 7%	167 25% N	112 8%	195 14%	62 11% C	147 15% U	132 12%	63 20% U	50 21% U	137 11%
Trust much more	92 4%	29 5% c	6 2%	7 3%	49 7% Cd	28 4% G	9 1%	55 8% FG	74 7% J	18 2%	66 8% L	25 2%	62 9% N	30 2%	67 5%	16 3%	54 5% r	38 4%	17 5%	14 6%	54 4%
Trust somewhat more	187 9%	47 7%	16 5%	22 8%	90 13% BC	69 10% G	32 5%	86 12% G	143 13% J	44 5%	119 15% L	68 5%	105 15% N	82 6%	128 9%	46 8%	94 10% U	93 9%	45 14% U	36 15% U	83 7%
No change in trust	416 20%	144 23% E	72 21%	46 17%	123 17% GH	190 27% GH	139 21% H	86 12% G	214 19% J	202 21%	169 21% L	246 19%	136 20% N	280 20%	253 18% O	131 24% O	149 15% Q	267 25% Q	62 19% U	61 26% u	233 19%
Trust Less (Net)	1374 66%	412 65% bE	244 72% e	188 72% e	453 63% e	407 59% e	494 73% FH	473 67% F	671 61% I	703 73% I	445 56% K	929 73% K	374 55% M	1000 72% M	983 69% R	350 64% R	688 70% R	686 63% R	192 61% t	127 53% ST	883 70% ST
Trust somewhat less	350 17%	104 16%	59 18%	47 18%	126 18% e	117 17% e	106 16% e	127 18% e	200 18% e	150 16% e	152 19% e	198 16% e	115 17% e	236 17% e	260 18% e	83 15% e	156 16% e	194 18% e	65 21% e	28 12% e	211 17% e
Trust much less	1024 50%	308 49% e	185 55% E	141 54% e	328 46% e	291 42% e	388 58% FH	346 49% F	471 43% I	553 57% I	293 37% I	731 58% K	259 38% K	765 55% M	723 50% R	267 49% R	532 54% R	492 45% R	127 40% t	98 41% t	671 54% ST
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 113

Q7_2 How would your trust in a technology company change if they took each of the following actions?

Was not transparent about how customer data is utilized

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Trust More (Net)	295 14%	186 19% C	109 10%	150 25% FGH	72 21% FGH	35 10% H	23 7% H	14 3%	95 31% KLMN	46 27% kLMO	27 16% IMP	11 7%	7 4%	56 18% PQR	27 15% PQR	8 5%	13 7%	7 3%	52 14% U	126 16% U	37 9%	80 17% U
Trust much more	98 5%	63 6% C	35 3%	47 8% FGH	31 9% FGH	10 3% H	7 2%	3 1%	29 10% LM	21 12% kLMo	9 5% Mp	3 2%	1 1%	18 6% PR	10 6% PR	1 1%	4 2%	2 1%	20 6% U	38 5% u	10 2%	30 6% U
Trust somewhat more	197 10%	123 12% C	74 7%	103 17% FGH	41 12% GH	25 7% H	16 5%	11 3%	66 22% KLMN	25 14% LM	18 11% Mp	8 5%	6 3%	38 12% PQR	17 10% pR	6 4%	8 5%	5 2%	32 9% U	88 11% U	27 6%	50 10% u
No change in trust	462 22%	223 22%	240 22%	170 28% gH	105 30% fGH	77 23% H	70 21% H	41 9%	78 26% M	54 32% M	41 24% M	32 21% M	17 9%	92 30% pqR	50 29% R	36 21% R	38 21% R	24 10%	96 26% V	173 22% V	110 25% V	83 17%
Trust Less (Net)	1311 63%	582 59% B	729 68% B	289 47% B	168 49% B	230 67% DE	241 72% DE	384 88% DEFG	129 43% M	70 41% M	100 60% IJ	110 72% IJK	172 88% IJKL	160 52% i	97 56% J	129 75% NOK	131 87% NO	212 87% NOPQ	216 59% V	491 62% s	289 66% s	316 66%
Trust somewhat less	413 20%	193 19% B	220 20%	107 18% B	71 21% B	53 15% B	70 21% B	112 26% DF	45 15% M	34 20% M	23 14% IJ	31 20% IJKl	61 31% IJKl	62 20% IJ	37 21% J	30 17% NO	39 21% NO	51 21% NOQm	61 17% V	164 21% V	90 21% V	99 21%
Trust much less	898 43%	389 39% B	509 47% B	182 30% B	97 28% B	177 52% DE	172 51% DE	272 62% DEFG	84 28% M	37 21% M	77 46% IJ	79 52% IJ	111 57% IJ	97 32% J	60 35% J	99 57% NO	92 51% NO	160 66% NOQm	155 43% V	327 41% V	199 46% V	217 45%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 114

Q7_2 How would your trust in a technology company change if they took each of the following actions?

Was not transparent about how customer data is utilized

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Trust More (Net)	295 14%	76 12%	35 10%	36 14%	138 19%	104 15%	64 10%	127 18%	225 20%	70 7%	168 21%	127 10%	151 22%	145 10%	211 15%	72 13%	130 13%	165 15%	70 22%	55 23%	141 11%
Trust much more	98 5%	24 4%	4 1%	9 3%	59 8%	31 4%	15 2%	52 7%	79 7%	19 2%	53 7%	45 4%	54 8%	44 3%	67 5%	25 5%	50 5%	49 4%	25 8%	17 7%	49 4%
Trust somewhat more	197 10%	53 8%	30 9%	27 10%	79 11%	73 11%	49 7%	74 11%	146 13%	51 5%	116 14%	81 6%	97 14%	100 7%	144 10%	47 9%	80 8%	117 11%	45 14%	39 16%	92 7%
No change in trust	462 22%	165 26%	66 20%	41 16%	154 22%	208 30%	138 21%	116 17%	245 22%	217 22%	207 26%	256 20%	162 24%	301 22%	280 20%	145 27%	181 18%	282 26%	73 23%	65 27%	264 21%
Trust Less (Net)	1311 63%	390 62%	237 70%	185 71%	423 59%	381 55%	471 70%	458 65%	632 57%	679 70%	425 53%	887 70%	364 54%	947 68%	941 66%	326 60%	674 68%	638 59%	173 55%	117 49%	847 68%
Trust somewhat less	413 20%	129 20%	78 23%	60 23%	121 17%	124 18%	138 20%	150 21%	225 20%	188 19%	146 18%	267 21%	126 19%	287 21%	283 20%	118 22%	208 21%	205 19%	56 18%	40 17%	260 21%
Trust much less	898 43%	261 41%	159 47%	125 48%	302 42%	257 37%	333 49%	308 44%	408 37%	491 51%	279 35%	620 49%	239 35%	660 47%	658 46%	209 38%	466 47%	433 40%	117 37%	77 33%	588 47%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 115

Q7_3 How would your trust in a technology company change if they took each of the following actions?

Did not pay taxes or tried to avoid paying taxes

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Trust More (Net)	296 14%	188 19% C	109 10%	136 22% FGH	93 27% FGH	46 13% GH	14 4% h	7 2%	82 27% LMN	59 35% KLMO	35 21% LMP	5 3%	6 3% r	54 18% PQR	34 19% PQR	10 6% R	9 5% R	1 *	49 13% u	133 17% U	39 9%	76 16% U
Trust much more	105 5%	66 7% C	39 4%	40 7% GH	46 13% DFGH	13 4% gH	4 1%	3 1%	21 7% LM	31 18% IKLMO	10 6% Imp	1 1%	3 1% pqR	19 6% PQR	15 9% PQR	3 1% R	3 2% R	-	15 4%	46 6%	18 4%	26 5%
Trust somewhat more	191 9%	122 12% C	69 6%	96 16% FGH	47 14% GH	33 10% GH	11 3% h	5 1%	61 20% LMN	28 17% LM	25 15% LMP	4 3%	4 2% PQR	35 11% pQR	18 10% pQR	8 5% R	7 4% R	1 *	34 9% U	86 11% U	21 5%	50 10% U
No change in trust	483 23%	253 26% c	230 21%	173 28% H	89 26% H	81 24% H	82 24% H	58 13%	87 29% M	39 23% M	48 29% M	45 30% M	33 17% r	86 28% pR	51 29% pR	33 19% R	36 20% R	25 10% R	88 24% v	193 24% V	118 27% V	84 18%
Trust Less (Net)	1290 62%	550 56% B	740 69% B	299 49% B	163 47% B	215 63% DE	239 71% DEF	374 85% DEFG	133 44% M	73 43% M	85 50% M	103 67% IJK	157 80% IJKL	167 54% i	90 52% NOK	130 75% NO	136 89% NOPQM	216 89% NOPQM	226 62% T	465 59% T	279 64% T	319 67% T
Trust somewhat less	376 18%	192 19% T	185 17% T	129 21% fh	57 17% fh	50 15% fh	72 21% fh	69 16% fh	68 23% T	28 17% T	25 15% T	37 24% T	34 17% T	60 20% T	29 17% T	24 14% T	35 19% T	36 15% T	79 22% T	121 15% T	74 17% T	102 21% T
Trust much less	913 44%	359 36% B	555 51% B	171 28% B	106 31% B	165 48% DE	167 50% DE	304 69% DEFG	64 21% M	45 26% M	59 35% I	67 44% IJ	124 63% IJKL	107 35% I	61 35% NOK	106 61% NOI	101 55% NOPQM	181 75% NOPQM	147 40% T	344 44% T	205 47% T	217 45% T
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 116

Q7_3 How would your trust in a technology company change if they took each of the following actions?

Did not pay taxes or tried to avoid paying taxes

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Trust More (Net)	296 14%	75 12% c	25 7%	33 12%	156 22% BCD	114 16% G	45 7%	137 20% G	234 21% J	62 6%	205 26% L	91 7%	187 28% N	109 8%	228 16% P	57 10%	144 15% U	152 14%	71 23% U	50 21% U	132 11%
Trust much more	105 5%	25 4%	6 2%	9 3%	63 9% BCD	40 6% G	13 2%	52 7% G	89 8% J	16 2%	76 10% L	29 2%	76 11% N	29 2%	82 6% P	21 4%	70 7% R	35 3%	17 5%	28 12% sU	45 4%
Trust somewhat more	191 9%	50 8%	19 6%	24 9%	92 13% BC	74 11% G	32 5%	85 12% G	145 13% J	46 5%	129 16% L	62 5%	111 16% N	80 6%	146 10% P	35 7%	74 8% Q	117 11% Q	54 17% tU	23 10%	87 7%
No change in trust	483 23%	160 25%	78 23%	50 19%	157 22% gH	197 28% gH	152 22%	134 19%	257 23%	226 23%	183 23%	300 24%	140 21%	343 25%	293 20% O	154 28% O	199 20%	284 26% Q	63 20%	61 26%	299 24%
Trust Less (Net)	1290 62%	396 63% e	234 69% bE	179 68% E	403 56% E	383 55% E	477 71% FH	430 61% f	611 55% I	679 70% I	412 52% K	878 69% K	349 52% M	941 68% M	911 64% M	333 61% r	641 65% r	649 60% r	181 57%	126 53%	822 66% sT
Trust somewhat less	376 18%	110 17%	72 21%	48 18%	123 17% E	114 16% E	140 21% E	123 18% E	216 20% E	160 17% E	145 18% E	231 18% E	115 17% E	261 19% E	267 19% E	93 17% E	166 17% E	210 19% E	67 21% E	40 17% E	215 17% E
Trust much less	913 44%	286 45% e	162 48% E	131 50% E	280 39% E	269 39% E	337 50% FH	307 44% E	395 36% I	518 54% I	267 33% K	647 51% K	234 35% M	679 49% M	644 45% M	240 44% M	474 48% R	439 40% R	114 36% R	86 36% R	606 48% ST
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 117

Q7_4 How would your trust in a technology company change if they took each of the following actions?

Gave the government a way to unlock its software to assist law enforcement in investigations

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Trust More (Net)	793 38%	394 40%	399 37%	192 32%	142 41% D	123 36%	123 37%	213 49% DeFG	98 33%	94 55% IKLO	60 36%	50 33%	91 46% IL	94 31%	48 27%	63 36%	73 40% nO	123 51% NOPq	131 36%	310 39%	172 39%	180 38%
Trust much more	300 15%	149 15%	151 14%	68 11%	52 15%	54 16%	42 13%	85 19% Dg	33 11%	35 21% ILO	29 17% I	13 8%	40 20% IL	34 11%	17 10%	25 15%	30 16% I	45 19% nO	49 13%	121 15%	70 16%	61 13%
Trust somewhat more	493 24%	244 25%	249 23%	125 20%	90 26%	69 20%	80 24%	129 29% DF	65 22%	59 35% IKO	31 19%	37 24%	51 26%	60 19%	31 18%	37 22%	43 24%	78 32% NOp	82 23%	189 24%	102 23%	119 25%
No change in trust	668 32%	313 32%	355 33%	191 31%	120 35%	97 28%	126 38% Fh	134 30%	94 31%	43 25%	46 27%	63 41% Jk	67 34%	97 32%	77 44% NPRJ	51 29%	63 35%	67 28%	127 35% v	264 33%	142 33%	135 28%
Trust Less (Net)	608 29%	284 29%	324 30%	225 37% EGH	83 24%	122 36% EGH	86 26%	92 21%	109 36% JM	33 19%	62 37% JM	40 26%	39 20%	116 38% QR	49 28%	60 35% R	46 25%	52 22%	105 29%	216 27%	122 28%	164 34% t
Trust somewhat less	300 14%	135 14%	164 15%	115 19% EH	35 10%	57 17% eH	48 14%	45 10%	42 14% j	12 7%	36 21% JMp	26 17% J	19 10%	73 24% OPQRI	23 13%	21 12%	22 12%	26 11%	58 16%	104 13%	63 14%	75 16%
Trust much less	308 15%	149 15%	159 15%	110 18% GH	47 14%	66 19% GH	39 12%	47 11%	67 22% JLMN	21 12%	26 16%	15 10%	20 10%	43 14%	27 15%	39 23% nqR	24 13%	27 11%	48 13%	112 14%	59 14%	89 19% s
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 118

Q7_4 How would your trust in a technology company change if they took each of the following actions?

Gave the government a way to unlock its software to assist law enforcement in investigations

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Trust More (Net)	793 38%	223 35%	115 34%	99 38%	321 45% BC	219 32%	251 37% f	323 46% FG	437 40%	356 37%	325 41%	468 37%	289 43% N	503 36%	593 41% P	169 31%	430 44% R	363 33%	106 34%	84 36%	531 42% s
Trust much more	300 15%	83 13%	32 10%	35 14%	136 19% BC	75 11%	97 14%	128 18% F	156 14%	144 15%	121 15%	179 14%	114 17% n	186 13%	230 16% P	57 10%	160 16% r	140 13%	23 7%	28 12%	210 17% S
Trust somewhat more	493 24%	140 22%	82 24%	64 24%	185 26%	144 21%	154 23%	195 28% Fg	280 25%	212 22%	204 25%	289 23%	175 26%	318 23%	363 25% p	112 21%	270 27% R	223 21%	83 26%	56 24%	320 26%
No change in trust	668 32%	211 33% e	123 37% E	94 36% e	195 27%	261 38% gH	214 32%	193 28%	342 31%	326 34%	229 29%	439 35% K	202 30%	466 33%	444 31%	190 35%	288 29%	380 35% Q	102 32%	76 32%	416 33%
Trust Less (Net)	608 29%	197 31%	100 30%	70 27%	200 28%	214 31%	209 31%	185 26%	324 29%	284 29%	245 31%	363 29%	185 27%	423 30%	395 28%	185 34% O	267 27%	341 31% q	108 34% U	77 33% U	306 24%
Trust somewhat less	300 14%	86 14%	51 15%	39 15%	100 14%	92 13%	111 16%	97 14%	148 13%	151 16%	112 14%	188 15%	84 12%	215 15%	197 14%	87 16%	134 14%	166 15%	45 14%	33 14%	151 12%
Trust much less	308 15%	111 18% d	49 15%	30 12%	100 14%	122 18% H	99 15%	88 13%	175 16%	133 14%	133 17%	175 14%	101 15%	208 15%	198 14%	98 18% o	133 14%	175 16%	63 20% U	44 18% u	155 12%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 119

Q7_5 How would your trust in a technology company change if they took each of the following actions?
 Formed a business partnership with the government

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Trust More (Net)	441 21%	255 26% C	186 17%	162 27% FGH	115 33% dFGH	57 17%	41 12%	66 15%	92 31% KLMn	81 48% IKLMO	29 17%	20 13%	33 17%	70 23% QR	34 19%	27 16%	21 12%	33 14%	79 22%	155 20%	88 20%	119 25%
Trust much more	145 7%	101 10% C	44 4%	57 9% GH	44 13% FGH	22 6% G	6 2%	16 4%	37 12% LMn	38 22% IKLMO	13 8% L	2 1%	11 6% lr	20 7% qR	6 4%	9 5%	4 2%	5 2%	24 7%	51 6%	28 6%	41 9%
Trust somewhat more	296 14%	154 16%	142 13%	105 17% FGH	71 21% FGH	34 10%	35 11%	50 11%	55 18% km	44 26% KLMo	16 10%	18 12%	22 11%	50 16%	28 16%	18 10%	17 10%	29 12%	55 15%	103 13%	60 14%	78 16%
No change in trust	811 39%	352 36%	459 43% B	218 36%	127 37%	123 36%	153 46% Def	190 43% Df	96 32%	49 29%	54 32%	73 48% IJK	80 40% j	122 40%	78 45% J	69 40%	79 44%	111 46%	163 45% V	314 40%	171 39%	164 34%
Trust Less (Net)	818 40%	384 39%	434 40%	228 37% e	103 30%	162 48% DE	142 42% E	182 42% E	113 37% J	41 24%	85 50% IJ	61 40% J	84 43% J	115 38%	62 36% j	78 45%	81 45%	98 40%	122 34%	322 41% S	177 41% s	197 41% s
Trust somewhat less	465 22%	212 21%	253 23%	130 21%	55 16%	76 22%	87 26% E	116 26% E	59 20%	26 15%	38 23%	38 25%	52 26% J	71 23%	30 17%	38 22%	50 27% o	65 27% o	65 18%	183 23% s	100 23%	117 24% s
Trust much less	353 17%	172 17%	181 17%	98 16%	48 14%	86 25% DEGH	54 16%	66 15%	54 18% J	15 9%	47 28% iJLM	23 15%	33 17% j	44 14%	33 19% J	39 23% nr	31 17%	33 14%	56 16%	139 18%	77 18%	80 17%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 120

Q7_5 How would your trust in a technology company change if they took each of the following actions?

Formed a business partnership with the government

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Trust More (Net)	441 21%	100 16%	50 15%	62 24% BC	214 30% BC	139 20% G	98 15%	203 29% FG	316 29% J	125 13%	262 33% L	179 14%	223 33% N	218 16%	337 24% P	87 16%	235 24% R	206 19%	83 26% U	63 27% U	228 18%
Trust much more	145 7%	26 4%	13 4%	14 5% BCD	86 12% BCD	35 5%	26 4%	83 12% FG	111 10% J	34 3%	103 13% L	42 3%	95 14% N	50 4%	117 8% P	22 4%	85 9% R	60 5%	20 6%	26 11% U	75 6%
Trust somewhat more	296 14%	74 12%	37 11%	48 18% BC	128 18% BC	104 15% g	72 11%	120 17% G	205 19% J	91 9%	159 20% L	137 11%	128 19% N	168 12%	220 15%	65 12%	150 15%	146 13%	63 20% U	37 16%	154 12%
No change in trust	811 39%	249 39%	148 44% E	100 38%	256 36%	275 40%	270 40%	266 38%	373 34% I	437 45% I	261 33%	549 43% K	217 32%	594 43% M	552 39%	219 40%	372 38%	439 40%	112 35%	77 33%	534 43% T
Trust Less (Net)	818 40%	282 45% E	139 41% e	100 38%	245 34%	280 40% H	306 45% H	232 33%	413 37%	405 42%	277 35%	541 43% K	237 35%	581 42% M	543 38%	238 44% o	378 38%	440 41%	121 38%	97 41%	491 39%
Trust somewhat less	465 22%	154 24% E	89 26% E	55 21%	133 19%	153 22%	181 27%	131 19%	242 22%	223 23%	154 19%	311 25% K	133 20%	332 24% m	304 21%	141 26% o	220 22%	245 23%	79 25%	46 20%	279 22%
Trust much less	353 17%	128 20% ce	51 15%	45 17%	112 16%	127 18%	125 19% h	101 14%	171 16%	181 19%	123 15%	229 18%	104 15%	248 18%	239 17%	96 18%	158 16%	195 18%	41 13%	50 21% s	212 17%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 121

Q7_6 How would your trust in a technology company change if they took each of the following actions?

Allowed its employees to unionize

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Trust More (Net)	765 37%	369 37%	396 37%	258 42% GH	154 45% GH	126 37% G	83 25% G	145 33% G	122 40% L	81 48% LM	65 38% L	35 23% L	66 34% I	136 44% QR	73 42% Q	62 36% Q	48 26% Q	78 32% Q	135 37% Q	268 34% Q	166 38% Q	195 41% t
Trust much more	326 16%	160 16%	165 15%	114 19% G	58 17% G	55 16% G	30 9% G	69 16% G	59 19% L	35 21% L	23 14% L	15 10% L	29 15% L	56 18% Q	23 13% Q	32 18% Q	15 8% Q	40 16% Q	45 12% Q	115 15% Q	69 16% Q	97 20% St
Trust somewhat more	440 21%	209 21%	231 21%	143 24% GH	96 28% GH	72 21% G	53 16% G	76 17% G	64 21% L	46 27% L	42 25% I	20 13% I	37 19% I	80 26% pR	50 29% PqR	30 17% Q	33 18% Q	39 16% t	90 25% t	153 19% t	97 22% t	99 21% t
No change in trust	948 46%	428 43%	520 48% b	240 39% b	137 40% b	147 43% b	191 57% DEF	232 53% DEF	119 40% DEF	56 33% DEF	66 39% DEF	85 56% IJK	102 52% IJK	121 39% IJK	81 47% J	82 47% J	106 58% Nop	131 54% N	157 43% N	374 47% N	209 48% N	208 44% N
Trust Less (Net)	356 17%	193 20% C	162 15% C	111 18% C	53 15% C	68 20% h	61 18% h	62 14% h	60 20% h	33 19% h	38 23% h	33 22% h	29 15% h	51 17% h	20 12% h	30 17% h	28 15% h	33 14% h	72 20% u	148 19% u	61 14% u	75 16% u
Trust somewhat less	203 10%	117 12% C	86 8% C	75 12% H	28 8% H	32 9% H	38 11% h	30 7% h	43 14% h	15 9% h	17 10% h	24 16% q	18 9% q	32 10% r	13 7% r	15 9% r	14 8% r	12 5% r	50 14% T	67 8% T	42 10% T	44 9% T
Trust much less	153 7%	76 8% C	77 7% C	36 6% C	25 7% C	36 11% d	23 7% d	32 7% d	17 6% d	18 11% o	21 12% im	9 6% im	10 5% im	19 6% im	7 4% im	15 9% im	14 7% im	22 9% im	22 6% im	81 10% SUv	19 4% SUv	31 6% SUv
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 122

Q7_6 How would your trust in a technology company change if they took each of the following actions?

Allowed its employees to unionize

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Trust More (Net)	765 37%	233 37%	115 34%	98 37%	282 39%	233 34%	247 37%	285 41%	468 42%	297 31%	349 44%	416 33%	298 44%	467 34%	523 37%	199 37%	383 39%	382 35%	140 44%	112 47%	411 33%
Trust much more	326 16%	93 15%	48 14%	39 15%	125 17%	104 15%	97 14%	124 18%	193 17%	133 14%	161 20%	165 13%	142 21%	184 13%	237 17%	67 12%	163 17%	162 15%	67 21%	45 19%	182 15%
Trust somewhat more	440 21%	140 22%	67 20%	58 22%	158 22%	128 18%	150 22%	162 23%	275 25%	164 17%	189 24%	251 20%	157 23%	283 20%	286 20%	131 24%	219 22%	220 20%	73 23%	67 28%	229 18%
No change in trust	948 46%	297 47%	176 52%	121 46%	291 41%	329 47%	328 49%	291 41%	437 40%	511 53%	295 37%	653 51%	252 37%	696 50%	657 46%	256 47%	434 44%	514 47%	122 39%	81 34%	643 51%
Trust Less (Net)	356 17%	102 16%	46 14%	43 16%	142 20%	132 19%	99 15%	125 18%	197 18%	159 16%	155 19%	201 16%	126 19%	230 16%	252 18%	89 16%	168 17%	188 17%	54 17%	44 19%	198 16%
Trust somewhat less	203 10%	51 8%	26 8%	23 9%	86 12%	75 11%	52 8%	76 11%	117 11%	86 9%	93 12%	111 9%	69 10%	134 10%	143 10%	56 10%	81 8%	122 11%	26 8%	39 16%	109 9%
Trust much less	153 7%	50 8%	20 6%	20 7%	56 8%	57 8%	47 7%	49 7%	80 7%	72 7%	63 8%	90 7%	57 8%	96 7%	109 8%	33 6%	86 9%	67 6%	28 9%	5 2%	89 7%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 123

Q7_7 How would your trust in a technology company change if they took each of the following actions?

Allowed the government to investigate its business dealings

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Trust More (Net)	1005 49%	522 53% C	483 45%	253 42%	168 49% d	158 46%	161 48%	266 61% DEFG	136 45%	98 57% iO	81 48%	77 50%	130 66% IKLr	117 38%	70 40%	76 44%	84 46%	136 56% NOp	175 48%	380 48%	220 51%	229 48%
Trust much more	371 18%	211 21% C	160 15%	104 17%	62 18%	58 17%	51 15%	96 22% g	66 22% IN	46 27% kLO	29 17%	20 13%	49 25% L	38 12%	16 9%	30 17% o	30 17% o	46 19% nO	66 18%	143 18%	68 16%	93 19%
Trust somewhat more	634 31%	311 31%	323 30%	149 24%	106 31% d	99 29%	110 33% D	170 39% DeF	69 23%	52 30%	53 31%	57 37% I	81 41% lj	79 26%	54 31%	47 27%	53 29%	89 37% Np	109 30%	237 30%	152 35%	136 28%
No change in trust	661 32%	299 30%	362 34%	184 30%	106 31%	107 31%	133 40% DefH	132 30%	90 30%	43 25%	46 28%	61 40% Jk	59 30%	94 31%	63 36% j	61 35%	71 39%	73 30%	124 34%	241 30%	150 34%	147 31%
Trust Less (Net)	403 19%	169 17%	233 22% B	172 28% EGH	71 21% GH	77 23% GH	42 12%	41 9%	76 25% LM	30 18% M	40 24% LM	15 10% m	8 4%	96 31% pQR	41 24% qR	36 21%	26 15%	33 14% M	64 18%	170 22% U	66 15%	103 21% u
Trust somewhat less	228 11%	100 10%	128 12%	101 17% GH	40 12% gH	44 13% GH	22 6%	22 5%	40 13% M	20 12% M	25 15% IM	11 7%	5 2% oPQR	61 20% M	20 12%	19 11%	11 6%	18 7% M	39 11%	85 11%	42 10%	63 13%
Trust much less	174 8%	69 7%	105 10% b	71 12% GH	31 9% H	33 10% H	20 6%	19 4%	36 12% LM	10 6% m	15 9% IM	5 3%	3 2%	35 11% H	21 12%	18 10%	15 8%	16 6% M	25 7% sU	85 11% sU	24 6%	40 8%
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 124

Q7_7 How would your trust in a technology company change if they took each of the following actions?

Allowed the government to investigate its business dealings

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Trust More (Net)	1005 49%	289 46%	172 51%	129 49%	367 51%	267 39%	326 48%	412 59%	534 48%	471 49%	390 49%	615 48%	348 51%	657 47%	760 53%	218 40%	534 54%	471 43%	140 44%	84 35%	673 54%
Trust much more	371 18%	89 14%	59 17%	47 18%	155 22%	93 13%	112 17%	165 24%	205 19%	165 17%	165 21%	205 16%	151 22%	220 16%	284 20%	72 13%	202 21%	169 16%	59 19%	42 18%	237 19%
Trust somewhat more	634 31%	200 32%	114 34%	82 31%	211 30%	174 25%	213 32%	247 35%	328 30%	306 32%	224 28%	410 32%	198 29%	437 31%	476 33%	146 27%	332 34%	302 28%	80 25%	42 17%	437 35%
No change in trust	661 32%	217 34%	113 33%	93 35%	194 27%	240 35%	243 36%	179 26%	329 30%	332 34%	226 28%	435 34%	183 27%	478 34%	443 31%	182 34%	296 30%	365 34%	115 36%	76 32%	402 32%
Trust Less (Net)	403 19%	125 20%	52 16%	41 16%	155 22%	187 27%	105 16%	111 16%	240 22%	163 17%	184 23%	219 17%	145 21%	258 19%	229 16%	143 26%	154 16%	249 23%	62 20%	78 33%	177 14%
Trust somewhat less	228 11%	64 10%	31 9%	17 7%	97 14%	102 15%	55 8%	72 10%	147 13%	81 8%	110 14%	119 9%	91 13%	137 10%	136 10%	81 15%	89 9%	139 13%	30 9%	46 19%	104 8%
Trust much less	174 8%	61 10%	21 6%	24 9%	58 8%	85 12%	51 8%	39 5%	92 8%	82 8%	74 9%	100 8%	54 8%	120 9%	93 6%	62 11%	64 7%	110 10%	32 10%	32 13%	74 6%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 125

Q7_8 How would your trust in a technology company change if they took each of the following actions?

Acquired smaller companies in its industry

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Trust More (Net)	497 24%	266 27% C	231 21%	202 33% FGH	120 35% FGH	62 18% h	60 18% h	52 12%	101 33% LM	74 43% KLMO	42 25% MP	31 20% M	19 10%	101 33% PQR	47 27% PQR	20 12%	29 16%	33 14%	90 25%	194 25%	87 20%	126 26% u
Trust much more	169 8%	96 10% c	73 7%	80 13% FGH	48 14% FGH	18 5%	9 3%	15 3%	41 14% LM	32 19% KLMO	14 8% Imp	3 2%	6 3%	39 13% PQR	15 9% pqr	5 3%	6 3%	9 4%	28 8%	63 8%	32 7%	47 10%
Trust somewhat more	327 16%	170 17%	157 15%	122 20% FH	73 21% FH	44 13%	51 15% H	37 9%	60 20% M	41 24% M	28 17% M	28 18% M	13 7%	62 20% PqR	31 18% pr	16 9%	23 13%	25 10%	62 17%	131 17%	56 13%	79 16%
No change in trust	1010 49%	452 46%	558 52% B	229 38% B	160 47% D	189 55% De	186 56% De	245 56% DE	107 36%	66 39%	86 51% lj	85 55% IJ	108 55% IJ	122 40%	95 54% NJ	103 59% N	101 56% N	137 57% N	178 49% V	404 51% V	235 54% V	193 40%
Trust Less (Net)	562 27%	272 28%	290 27%	178 29% E	64 19% E	91 27% e	89 27% e	141 32% E	94 31% J	31 18%	40 24%	37 24%	70 35% Jkl	84 27% Jkl	33 19%	50 29% o	51 28% o	71 29% O	96 26%	192 24%	114 26%	161 34% sTu
Trust somewhat less	352 17%	163 16%	188 17%	110 18% E	34 10% E	55 16% e	61 18% E	92 21% E	60 20% Jk	10 6%	18 11%	28 18% J	48 24% JK	50 16% JK	24 14% J	36 21% k	33 18%	44 18%	62 17%	119 15%	66 15%	105 22% TU
Trust much less	211 10%	109 11%	102 9%	67 11% E	30 9% E	36 11% E	28 8% E	49 11% E	34 11% O	22 13% O	22 13%	10 6%	22 11% o	34 11% o	9 5% o	14 8% o	18 10% o	27 11% o	34 9% o	73 9% o	48 11% o	56 12% o
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 126

Q7_8 How would your trust in a technology company change if they took each of the following actions?
 Acquired smaller companies in its industry

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Trust More (Net)	497 24%	163 26% C	59 17%	57 22%	204 29% C	167 24%	140 21%	190 27% G	328 30% J	169 17%	263 33% L	234 18%	239 35% N	258 18%	343 24%	131 24%	247 25%	250 23%	97 31% U	67 28%	285 23%
Trust much more	169 8%	50 8% c	15 5%	14 5%	84 12% bCD	50 7%	42 6%	77 11% fG	124 11% J	45 5%	103 13% L	66 5%	99 15% N	70 5%	117 8%	43 8%	93 9%	76 7%	36 11%	19 8%	97 8%
Trust somewhat more	327 16%	113 18% c	44 13%	43 17%	120 17%	117 17%	98 14%	113 16%	204 19% J	123 13%	160 20% L	167 13%	140 21% N	187 13%	226 16%	88 16%	154 16%	174 16%	60 19%	48 20%	188 15%
No change in trust	1010 49%	311 49% E	185 55% E	138 52% E	299 42%	345 50%	336 50%	329 47%	477 43%	533 55% I	333 42%	677 53% K	276 41%	734 53% M	692 48%	274 50%	467 47%	543 50%	116 37%	115 48% s	665 53% S
Trust Less (Net)	562 27%	157 25%	93 28%	68 26%	213 30%	182 26%	198 29%	183 26%	297 27%	265 27%	204 26%	358 28%	162 24%	401 29% m	397 28%	139 26%	271 28%	292 27%	104 33% U	56 24%	303 24%
Trust somewhat less	352 17%	83 13%	67 20% B	42 16%	140 20% B	103 15%	130 19%	119 17%	189 17%	162 17%	121 15%	231 18%	104 15%	248 18%	258 18%	78 14%	183 19%	169 16%	62 19%	32 14%	199 16%
Trust much less	211 10%	74 12%	27 8%	25 10%	73 10%	78 11%	68 10%	64 9%	108 10%	103 11%	83 10%	128 10%	58 9%	153 11%	139 10%	61 11%	88 9%	123 11%	42 13% u	24 10%	104 8%
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 127

Q7_9 How would your trust in a technology company change if they took each of the following actions?

Company was involved in a misdeed (e.g., harassment, discrimination, leadership involved in a scandal)

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Trust More (Net)	275 13%	171 17% C	104 10%	120 20% FGH	78 23% FGH	35 10% gh	17 5%	25 6%	76 25% kLMN	50 29% KLMO	27 16% LMP	7 4%	12 6%	44 14% PQR	28 16% PQR	8 5%	11 6%	13 5%	53 15% u	109 14% u	42 10%	70 15% u
Trust much more	79 4%	55 6% C	24 2%	36 6% GH	29 8% FGH	9 3% G	1 1%	4 1%	22 7% LM	23 14% iKLMO	8 5% lm	-	2 1%	14 4% Qr	6 3%	2 1%	1 1%	3 1%	20 6% u	30 4%	11 2%	18 4%
Trust somewhat more	196 9%	116 12% C	79 7%	84 14% FGH	49 14% FGH	25 7%	17 5%	21 5%	54 18% LMN	27 16% LM	19 11% IP	7 4%	11 5%	30 10% pr	23 13% PqR	6 4%	10 6%	10 4%	33 9%	79 10%	31 7%	52 11%
No change in trust	439 21%	214 22%	225 21%	162 27% H	84 24% H	78 23% H	78 23% H	38 9%	78 26% M	32 19% M	46 27% M	43 28% M	15 8%	84 27% pR	52 30% PqRj	32 18% R	35 19% R	23 9%	89 24% v	158 20%	107 24% v	86 18%
Trust Less (Net)	1355 65%	605 61% B	749 69% B	327 54% DE	183 53% DE	229 67% DE	240 72% DE	376 86% DEFG	148 49% M	89 52% M	95 57% IJ	104 68% IJKL	169 86% IJKL	179 58% i	94 54% NOK	134 77% NO	136 85% NO	207 85% NO	222 61% NO	523 66% NO	287 66% NO	323 67% NO
Trust somewhat less	534 26%	265 27%	269 25%	141 23% d	83 24% d	81 24% d	103 31% d	127 29% d	71 24% d	45 26% d	32 19% d	56 37% IK	61 31% K	70 23% K	38 22% K	49 28% K	47 26% K	66 27% K	81 22% K	208 26% K	108 25% K	137 29% s
Trust much less	820 40%	340 34% B	480 45% B	186 31% DE	100 29% DE	148 43% DE	137 41% DE	249 57% DEFG	77 25% d	44 26% d	63 38% lj	48 31% IJKL	108 55% IJKL	109 36% I	56 32% NO	85 49% NO	89 49% NOL	141 58% NO	141 39% NO	314 40% NO	179 41% NO	186 39% NO
Sigma	2069 100%	991 100%	1078 100%	609 100%	345 100%	342 100%	335 100%	439 100%	302 100%	170 100%	168 100%	154 100%	197 100%	307 100%	174 100%	173 100%	181 100%	242 100%	364 100%	790 100%	436 100%	479 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 128

**Q7_9 How would your trust in a technology company change if they took each of the following actions?
 Company was involved in a misdeed (e.g., harassment, discrimination, leadership involved in a scandal)**

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Trust More (Net)	275 13%	66 10%	34 10%	34 13%	126 18% BC	79 11%	69 10%	127 18% FG	208 19% J	67 7%	160 20% L	115 9%	146 22% N	129 9%	203 14% p	55 10%	139 14%	136 13%	56 18% U	42 18% U	139 11%
Trust much more	79 4%	13 2%	5 1%	8 3%	49 7% BCd	20 3%	9 1%	50 7% FG	70 6% J	10 1%	55 7% L	24 2%	56 8% N	23 2%	61 4%	14 2%	51 5% R	28 3%	14 4%	11 5%	48 4%
Trust somewhat more	196 9%	53 8%	29 9%	26 10%	77 11%	60 9%	60 9%	76 11%	138 13% J	57 6%	105 13% L	90 7%	90 13% N	106 8%	142 10%	42 8%	88 9%	108 10%	42 13% U	30 13% U	91 7%
No change in trust	439 21%	153 24%	66 20%	48 18%	142 20%	213 31% GH	119 18%	108 15%	236 21%	203 21%	177 22%	262 21%	149 22%	290 21%	262 18%	147 27% O	168 17%	272 25% Q	70 22%	69 29% U	245 20%
Trust Less (Net)	1355 65%	413 65%	238 70% e	180 69%	448 63%	402 58%	487 72% FH	466 66% F	658 60%	696 72% i	462 58%	892 70% K	382 56%	973 70% M	967 68%	342 63%	678 69% R	677 62%	191 60%	127 53%	869 69% ST
Trust somewhat less	534 26%	154 24%	92 27%	70 27%	189 26%	158 23%	177 26%	199 28% f	282 26%	252 26%	199 25%	335 26%	157 23%	377 27%	377 26%	137 25%	266 27%	268 25%	76 24%	47 20%	342 27%
Trust much less	820 40%	259 41%	146 43% e	109 42%	259 36%	244 35%	309 46% FH	267 38% f	376 34%	444 46% i	263 33%	557 44% K	225 33%	596 43% M	589 41%	205 38%	412 42%	409 38%	115 36%	80 34%	527 42% t
Sigma	2069 100%	631 100%	337 100%	262 100%	716 100%	694 100%	674 100%	701 100%	1102 100%	967 100%	800 100%	1269 100%	677 100%	1392 100%	1432 100%	544 100%	984 100%	1085 100%	316 100%	238 100%	1253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 129

Q8 Which of the following types of technology companies have you stopped using/purchasing from due to ethical reasons (e.g., employee mistreatment, irresponsible data management, not eco-friendly)? Please select all that apply.

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2069	952	1117	612	325	290	327	515	295	158	131	125	243	317	167	159	202	272	426	822	412	409
Weighted Base	2069	991	1078	609	345	342	335	439	302	170	168*	154*	197	307	174	173	181	242	364	790	436	479
Any (Net)	942 46%	530 54% C	412 38%	395 65% eFGH	199 58% FGH	142 42% GH	97 29%	108 25%	217 72% KLMN	116 68% KLMO	91 54% LMP	49 32%	58 29% r	179 58% oPQR	83 48% PQR	51 30%	48 27%	50 21%	159 44%	376 48% U	166 38%	241 50% U
Social media (e.g., Facebook, Instagram, Twitter)	454 22%	251 25% C	203 19%	167 27% FGH	104 30% FGH	64 19%	56 17%	63 14%	80 27% m	60 35% LMo	45 27% P	31 20%	35 18%	87 28% PQR	43 25% PQR	19 11%	25 14%	28 12%	73 20%	199 25% u	86 20%	96 20%
Transportation service (e.g., Uber, Lyft, Via)	312 15%	187 19% C	124 12%	138 23% FGH	61 18% GH	44 13%	31 9%	37 8%	81 27% kLMn	45 27% kLMO	27 16% m	19 12%	16 8%	58 19% OpQR	16 9%	18 10%	13 7%	21 9%	47 13%	124 16% U	44 10%	97 20% SU
Video streaming service (e.g., Netflix, Disney+, Hulu)	307 15%	168 17% C	138 13%	140 23% FGH	84 24% FGH	46 13% GH	22 6% h	15 3%	71 24% LM	52 30% kLMO	33 20% LMP	8 6%	4 2%	69 23% PQR	32 19% PQR	13 7%	13 7%	11 4%	51 14%	128 16%	57 13%	70 15%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	279 13%	164 17% C	115 11%	123 20% FGH	78 23% FGH	35 10% H	21 6%	22 5%	61 20% IM	47 28% kLMo	29 17% MP	16 10% Q	11 6%	62 20% PQR	31 18% PQR	6 3%	5 3%	10 4%	49 13%	108 14%	48 11%	73 15%
Search engine (e.g., Google, Bing, DuckDuckGo)	266 13%	153 15% C	113 10%	119 20% FGH	74 21% FGH	33 10% H	23 7%	17 4%	68 22% KLM	49 29% KLMO	19 12% M	9 6%	8 4%	51 17% PQR	25 14% R	14 8%	14 8%	9 4%	38 10%	102 13%	50 11%	76 16% s
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	262 13%	142 14% c	120 11%	104 17% GH	76 22% FGH	46 13% GH	21 6%	16 4%	52 17% IM	48 28% IKLMO	25 15% M	12 8% m	6 3%	52 17% QR	28 16% QR	21 12% qR	9 5%	10 4%	41 11%	105 13% U	36 8%	80 17% sU
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	232 11%	157 16% C	75 7%	104 17% GH	59 17% GH	41 12% GH	18 5% h	10 2%	68 22% LMN	39 23% LMO	33 20% IMP	15 9% MQ	3 1%	36 12% PQR	20 12% pQR	8 4%	3 2%	7 3%	40 11%	97 12%	38 9%	57 12%
Fintech service (e.g., PayPal, Venmo, Cash App)	222 11%	133 13% C	89 8%	94 15% fGH	64 19% FGH	34 10% GH	12 3%	18 4%	51 17% LM	35 21% LM	31 18% LMP	5 3%	10 5%	43 14% PQR	28 16% PQR	3 2%	6 3%	8 3%	39 11%	103 13% U	31 7%	49 10%
Other	36 2%	13 1%	23 2%	3 *	2 *	8 2% d	15 5% DEh	9 2% d	-	1 1%	2 1%	5 3% I	5 3% I	3 1%	1 *	5 3%	11 6% NOR	4 1%	4 1%	15 2%	9 2%	7 1%
None	1127 54%	461 46% B	667 62% B	214 35% e	145 42% d	200 58% DE	238 71% DEF	331 75% DEF	85 28%	54 32%	78 46% IJ	105 68% IJK	139 71% IJK	129 42% I	91 52% nJ	122 70% NOK	133 73% NO	192 79% NOpm	205 56%	414 52%	270 62% TV	238 50%
Sigma	3497 169%	1830 185%	1667 155%	1206 198%	746 216%	550 161%	457 136%	538 123%	616 204%	430 252%	322 191%	224 146%	238 121%	590 192%	316 181%	228 131%	233 128%	300 124%	586 161%	1397 177%	670 154%	843 176%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: October 22 - 26, 2020
 Harris Poll
 Weighted To The U.S. General Adult Population - Propensity

27 Oct 2020
 Table 130

Q8 Which of the following types of technology companies have you stopped using/purchasing from due to ethical reasons (e.g., employee mistreatment, irresponsible data management, not eco-friendly)? Please select all that apply.

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2069	828	391	251	478	637	594	838	1058	1011	744	1325	658	1411	1425	562	1031	1038	198	188	1503
Weighted Base	2069	631	337	262	716	694	674	701	1102	967	800	1269	677	1392	1432	544	984	1085	316	238	1253
Any (Net)	942 46%	259 41%	148 44%	127 48% b	388 54% BC	304 44%	275 41%	363 52% FG	623 57% J	319 33%	500 63% L	441 35%	420 62% N	522 37%	670 47%	233 43%	438 44%	504 46%	190 60% U	122 51% U	479 38%
Social media (e.g., Facebook, Instagram, Twitter)	454 22%	116 18%	69 20%	61 23% BC	200 28% BC	127 18%	137 20%	190 27% FG	284 26% J	170 18%	234 29% L	219 17%	201 30% N	252 18%	342 24% P	96 18%	230 23%	224 21%	77 24%	53 22%	248 20%
Transportation service (e.g., Uber, Lyft, Via)	312 15%	70 11%	43 13%	48 18% B	145 20% BC	89 13%	92 14%	131 19% FG	212 19% J	100 10%	157 20% L	155 12%	142 21% N	170 12%	235 16% P	63 12%	149 15%	163 15%	63 20% U	36 15%	158 13%
Video streaming service (e.g., Netflix, Disney+, Hulu)	307 15%	77 12%	39 12%	43 16% BC	142 20% BC	95 14%	74 11%	138 20% FG	233 21% J	74 8%	192 24% L	114 9%	172 25% N	135 10%	220 15%	71 13%	161 16%	145 13%	52 16%	48 20% U	153 12%
Food delivery service (e.g., Seamless, DoorDash, Postmates)	279 13%	85 13%	42 12%	26 10% D	124 17% D	73 10%	88 13%	118 17% F	191 17% J	87 9%	163 20% L	116 9%	142 21% N	136 10%	196 14% P	69 13%	142 14%	136 13%	72 23% U	41 17% U	125 10%
Search engine (e.g., Google, Bing, DuckDuckGo)	266 13%	60 10%	33 10%	33 13% BCd	135 19% BCd	84 12%	61 9%	122 17% FG	196 18% J	70 7%	146 18% L	120 9%	131 19% N	136 10%	196 14%	59 11%	137 14%	130 12%	53 17% U	30 13%	121 10%
Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)	262 13%	70 11%	34 10%	27 10% BCD	126 18% BCD	81 12%	67 10%	115 16% FG	193 18% J	69 7%	152 19% L	110 9%	127 19% N	135 10%	185 13%	63 11%	136 14%	126 12%	56 18% U	34 14%	136 11%
Audio streaming service (e.g., Apple Music, Spotify, Pandora)	232 11%	58 9%	28 8%	28 11% BC	115 16% BC	70 10%	58 9%	104 15% FG	174 16% J	58 6%	138 17% L	94 7%	119 18% N	113 8%	168 12%	56 10%	112 11%	120 11%	54 17% U	35 15% U	108 9%
Fintech service (e.g., PayPal, Venmo, Cash App)	222 11%	56 9%	32 9%	33 12% B	99 14% B	72 10% g	45 7%	105 15% FG	157 14% J	64 7%	128 16% L	94 7%	116 17% N	106 8%	154 11%	59 11%	104 11%	117 11%	43 14% U	31 13% u	104 8%
Other	36 2%	7 1%	4 1%	3 1% b	20 3% b	6 1%	17 3% f	13 2% f	15 1% f	21 2%	6 1% K	31 2% K	6 1% m	31 2% m	32 2% P	3 1%	16 2%	20 2%	5 1% K	1 1%	19 2%
None	1127 54%	372 59% dE	189 56% E	135 52%	328 46% E	390 56% H	399 59% H	338 48% H	479 43% I	648 67% I	299 37% I	828 65% K	257 38% K	870 63% M	762 53% M	311 57% M	546 56% M	581 54% M	127 40% M	115 49% M	773 62% ST
Sigma	3497 169%	970 154%	513 152%	437 166%	1435 200% E	1085 158% H	1038 154% H	1374 196% H	2135 194% I	1362 141% I	1616 202% I	1881 148% K	1412 209% K	2085 150% M	2491 174% M	849 156% M	1734 176% M	1763 163% M	602 190% M	424 178% M	1945 155% ST

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

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1	1	Q1 How often do you use products or services from each of the following types of technology companies? Summary Of Ever Use
2	2	Q1 How often do you use products or services from each of the following types of technology companies? Summary Of Ever Use
3	3	Q1 How often do you use products or services from each of the following types of technology companies? Summary Of Use At Least Once A Week
4	4	Q1 How often do you use products or services from each of the following types of technology companies? Summary Of Use At Least Once A Week
5	5	Q1 How often do you use products or services from each of the following types of technology companies? Summary Of Use At Least Once A Day
6	6	Q1 How often do you use products or services from each of the following types of technology companies? Summary Of Use At Least Once A Day
7	7	Q1_1 How often do you use products or services from each of the following types of technology companies? Search engine (e.g., Google, Bing, DuckDuckGo)
8	8	Q1_1 How often do you use products or services from each of the following types of technology companies? Search engine (e.g., Google, Bing, DuckDuckGo)
9	9	Q1_2 How often do you use products or services from each of the following types of technology companies? Social media (e.g., Facebook, Instagram, Twitter)
10	10	Q1_2 How often do you use products or services from each of the following types of technology companies? Social media (e.g., Facebook, Instagram, Twitter)
11	11	Q1_3 How often do you use products or services from each of the following types of technology companies? Video streaming service (e.g., Netflix, Disney+, Hulu)
12	12	Q1_3 How often do you use products or services from each of the following types of technology companies? Video streaming service (e.g., Netflix, Disney+, Hulu)
13	13	Q1_4 How often do you use products or services from each of the following types of technology companies? Audio streaming service (e.g., Apple Music, Spotify, Pandora)
14	14	Q1_4 How often do you use products or services from each of the following types of technology companies? Audio streaming service (e.g., Apple Music, Spotify, Pandora)
15	15	Q1_5 How often do you use products or services from each of the following types of technology companies? Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)
16	16	Q1_5 How often do you use products or services from each of the following types of technology companies? Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)
17	17	Q1_6 How often do you use products or services from each of the following types of technology companies? Fintech service (e.g., PayPal, Venmo, Cash App)
18	18	Q1_6 How often do you use products or services from each of the following types of technology companies? Fintech service (e.g., PayPal, Venmo, Cash App)
19	19	Q1_7 How often do you use products or services from each of the following types of technology companies? Transportation (e.g., Uber, Lyft, Via)
20	20	Q1_7 How often do you use products or services from each of the following types of technology companies? Transportation (e.g., Uber, Lyft, Via)
21	21	Q1_8 How often do you use products or services from each of the following types of technology companies? Food delivery service (e.g., Seamless, DoorDash, Postmates)
22	22	Q1_8 How often do you use products or services from each of the following types of technology companies? Food delivery service (e.g., Seamless, DoorDash, Postmates)
23	23	Q2 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Summary Of Use More Often
24	24	Q2 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Summary Of Use More Often
25	25	Q2 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Summary Of Use Less Often
26	26	Q2 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Summary Of Use Less Often
27	27	Q2_1 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Search engine (e.g., Google, Bing, DuckDuckGo)
28	28	Q2_1 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Search engine (e.g., Google, Bing, DuckDuckGo)
29	29	Q2_2 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Social media (e.g., Facebook, Instagram, Twitter)

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30	30	Q2_2 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Social media (e.g., Facebook, Instagram, Twitter)
31	31	Q2_3 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Video streaming service (e.g., Netflix, Disney+, Hulu)
32	32	Q2_3 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Video streaming service (e.g., Netflix, Disney+, Hulu)
33	33	Q2_4 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Audio streaming service (e.g., Apple Music, Spotify, Pandora)
34	34	Q2_4 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Audio streaming service (e.g., Apple Music, Spotify, Pandora)
35	35	Q2_5 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)
36	36	Q2_5 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)
37	37	Q2_6 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Fintech service (e.g., PayPal, Venmo, Cash App)
38	38	Q2_6 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Fintech service (e.g., PayPal, Venmo, Cash App)
39	39	Q2_7 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Transportation (e.g., Uber, Lyft, Via)
40	40	Q2_7 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Transportation (e.g., Uber, Lyft, Via)
41	41	Q2_8 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Food delivery service (e.g., Seamless, DoorDash, Postmates)
42	42	Q2_8 Over the last 12 months, do you feel you have used products or services from each of the following types of technology companies more often, less often, or about the same amount? Food delivery service (e.g., Seamless, DoorDash, Postmates)
43	43	Q3 Which of the following are reasons why you have used products or services from technology companies less often over the past 12 months? Please select all that apply.
44	44	Q3 Which of the following are reasons why you have used products or services from technology companies less often over the past 12 months? Please select all that apply.
45	45	Q4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Summary Of Too Many
46	46	Q4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Summary Of Too Many
47	47	Q4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Summary Of Just The Right Amount
48	48	Q4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Summary Of Just The Right Amount
49	49	Q4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Summary Of Not Enough
50	50	Q4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Summary Of Not Enough
51	51	Q4_1 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Search engine (e.g., Google, Bing, DuckDuckGo)
52	52	Q4_1 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Search engine (e.g., Google, Bing, DuckDuckGo)
53	53	Q4_2 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Social media (e.g., Facebook, Instagram, Twitter)

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54	54	Q4_2 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Social media (e.g., Facebook, Instagram, Twitter)
55	55	Q4_3 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Video streaming service (e.g., Netflix, Disney+, Hulu)
56	56	Q4_3 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Video streaming service (e.g., Netflix, Disney+, Hulu)
57	57	Q4_4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Audio streaming service (e.g., Apple Music, Spotify, Pandora)
58	58	Q4_4 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Audio streaming service (e.g., Apple Music, Spotify, Pandora)
59	59	Q4_5 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)
60	60	Q4_5 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Multi-brand e-commerce (e.g., Amazon, AliExpress, Overstock)
61	61	Q4_6 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Fintech service (e.g., PayPal, Venmo, Cash App)
62	62	Q4_6 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Fintech service (e.g., PayPal, Venmo, Cash App)
63	63	Q4_7 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Transportation service (e.g., Uber, Lyft, Via)
64	64	Q4_7 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Transportation service (e.g., Uber, Lyft, Via)
65	65	Q4_8 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Food delivery service (e.g., Seamless, DoorDash, Postmates)
66	66	Q4_8 For each of the following types of technology companies, how many options do you feel there are to choose from when deciding which to use? Even if you have never used these types of companies, we are still interested in your response. Food delivery service (e.g., Seamless, DoorDash, Postmates)
67	67	Q5 How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Agree
68	68	Q5 How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Agree
69	69	Q5 How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Disagree
70	70	Q5 How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Disagree
71	71	Q5_1 How much do you agree or disagree with each of the following statements? Elected officials and lawmakers understand how technology companies work.
72	72	Q5_1 How much do you agree or disagree with each of the following statements? Elected officials and lawmakers understand how technology companies work.
73	73	Q5_2 How much do you agree or disagree with each of the following statements? Elected officials and lawmakers have been effective at dealing with big technology companies.
74	74	Q5_2 How much do you agree or disagree with each of the following statements? Elected officials and lawmakers have been effective at dealing with big technology companies.
75	75	Q5_3 How much do you agree or disagree with each of the following statements? Breaking up big technology companies into smaller companies is justified.
76	76	Q5_3 How much do you agree or disagree with each of the following statements? Breaking up big technology companies into smaller companies is justified.
77	77	Q5_4 How much do you agree or disagree with each of the following statements? Big technology companies promote innovation within their industries.
78	78	Q5_4 How much do you agree or disagree with each of the following statements? Big technology companies promote innovation within their industries.
79	79	Q5_5 How much do you agree or disagree with each of the following statements? Big technology companies promote competition within their industries.
80	80	Q5_5 How much do you agree or disagree with each of the following statements? Big technology companies promote competition within their industries.

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81	81	Q5_6 How much do you agree or disagree with each of the following statements? America's big technology companies have helped improve America's reputation abroad.
82	82	Q5_6 How much do you agree or disagree with each of the following statements? America's big technology companies have helped improve America's reputation abroad.
83	83	Q5_7 How much do you agree or disagree with each of the following statements? Big technology companies always do the right thing by their customers.
84	84	Q5_7 How much do you agree or disagree with each of the following statements? Big technology companies always do the right thing by their customers.
85	85	Q5_8 How much do you agree or disagree with each of the following statements? I would stop buying from/using a technology company if it did not treat its employees fairly.
86	86	Q5_8 How much do you agree or disagree with each of the following statements? I would stop buying from/using a technology company if it did not treat its employees fairly.
87	87	Q5_9 How much do you agree or disagree with each of the following statements? Big technology companies should hold themselves to high ethical standards.
88	88	Q5_9 How much do you agree or disagree with each of the following statements? Big technology companies should hold themselves to high ethical standards.
89	89	Q5_10 How much do you agree or disagree with each of the following statements? I would stop buying from or using a technology company's services if it was not removing bad actors (e.g., scammers on retail sites, social media trolls) from its website.
90	90	Q5_10 How much do you agree or disagree with each of the following statements? I would stop buying from or using a technology company's services if it was not removing bad actors (e.g., scammers on retail sites, social media trolls) from its website.
91	91	Q6_1 Who should have the primary responsibility for each of the following? Managing security of user data
92	92	Q6_1 Who should have the primary responsibility for each of the following? Managing security of user data
93	93	Q6_2 Who should have the primary responsibility for each of the following? Deciding how a user's data can be used by a brand
94	94	Q6_2 Who should have the primary responsibility for each of the following? Deciding how a user's data can be used by a brand
95	95	Q6_3 Who should have the primary responsibility for each of the following? Determining technology company employees' rights and fair compensation
96	96	Q6_3 Who should have the primary responsibility for each of the following? Determining technology company employees' rights and fair compensation
97	97	Q6_4 Who should have the primary responsibility for each of the following? Defining what is misinformation
98	98	Q6_4 Who should have the primary responsibility for each of the following? Defining what is misinformation
99	99	Q6_5 Who should have the primary responsibility for each of the following? Controlling the spread of misinformation
100	100	Q6_5 Who should have the primary responsibility for each of the following? Controlling the spread of misinformation
101	101	Q6_6 Who should have the primary responsibility for each of the following? Preventing echo chambers (i.e., users only hear or see things that reaffirm their beliefs and are unable to see or hear opposing views)
102	102	Q6_6 Who should have the primary responsibility for each of the following? Preventing echo chambers (i.e., users only hear or see things that reaffirm their beliefs and are unable to see or hear opposing views)
103	103	Q6_7 Who should have the primary responsibility for each of the following? Ensuring diverse leadership at technology companies
104	104	Q6_7 Who should have the primary responsibility for each of the following? Ensuring diverse leadership at technology companies
105	105	Q6_8 Who should have the primary responsibility for each of the following? Determining if a company is too big
106	106	Q6_8 Who should have the primary responsibility for each of the following? Determining if a company is too big
107	107	Q7 How would your trust in a technology company change if they took each of the following actions? Summary Of Trust More
108	108	Q7 How would your trust in a technology company change if they took each of the following actions? Summary Of Trust More
109	109	Q7 How would your trust in a technology company change if they took each of the following actions? Summary Of Trust Less
110	110	Q7 How would your trust in a technology company change if they took each of the following actions? Summary Of Trust Less
111	111	Q7_1 How would your trust in a technology company change if they took each of the following actions? Did not adequately protect customers' information from a data breach
112	112	Q7_1 How would your trust in a technology company change if they took each of the following actions? Did not adequately protect customers' information from a data breach

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113	113	Q7_2	How would your trust in a technology company change if they took each of the following actions? Was not transparent about how customer data is utilized
114	114	Q7_2	How would your trust in a technology company change if they took each of the following actions? Was not transparent about how customer data is utilized
115	115	Q7_3	How would your trust in a technology company change if they took each of the following actions? Did not pay taxes or tried to avoid paying taxes
116	116	Q7_3	How would your trust in a technology company change if they took each of the following actions? Did not pay taxes or tried to avoid paying taxes
117	117	Q7_4	How would your trust in a technology company change if they took each of the following actions? Gave the government a way to unlock its software to assist law enforcement in investigations
118	118	Q7_4	How would your trust in a technology company change if they took each of the following actions? Gave the government a way to unlock its software to assist law enforcement in investigations
119	119	Q7_5	How would your trust in a technology company change if they took each of the following actions? Formed a business partnership with the government
120	120	Q7_5	How would your trust in a technology company change if they took each of the following actions? Formed a business partnership with the government
121	121	Q7_6	How would your trust in a technology company change if they took each of the following actions? Allowed its employees to unionize
122	122	Q7_6	How would your trust in a technology company change if they took each of the following actions? Allowed its employees to unionize
123	123	Q7_7	How would your trust in a technology company change if they took each of the following actions? Allowed the government to investigate its business dealings
124	124	Q7_7	How would your trust in a technology company change if they took each of the following actions? Allowed the government to investigate its business dealings
125	125	Q7_8	How would your trust in a technology company change if they took each of the following actions? Acquired smaller companies in its industry
126	126	Q7_8	How would your trust in a technology company change if they took each of the following actions? Acquired smaller companies in its industry
127	127	Q7_9	How would your trust in a technology company change if they took each of the following actions? Company was involved in a misdeed (e.g., harassment, discrimination, leadership involved in a scandal)
128	128	Q7_9	How would your trust in a technology company change if they took each of the following actions? Company was involved in a misdeed (e.g., harassment, discrimination, leadership involved in a scandal)
129	129	Q8	Which of the following types of technology companies have you stopped using/purchasing from due to ethical reasons (e.g., employee mistreatment, irresponsible data management, not eco-friendly)? Please select all that apply.
130	130	Q8	Which of the following types of technology companies have you stopped using/purchasing from due to ethical reasons (e.g., employee mistreatment, irresponsible data management, not eco-friendly)? Please select all that apply.