

From September 13 to 14, 2023, Data for Progress conducted a survey of 1,227 likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and voting history. The survey was conducted in English. The margin of error is ±3 percentage points.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,227 unless otherwise specified.

[1] Which of the following describes how frequently or infrequently you use Google Search?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Asian	Black or African American	White	Latino
Very often	57	64	57	51	58	57	67	52	54	62	61	58	55	72
A moderate amount	30	28	30	31	32	27	27	31	31	27	31	35	31	19
Rarely	10	6	11	13	8	12	5	13	11	8	8	4	11	8
Never	3	2	3	5	2	4	1	4	3	3	1	3	3	0
Weighted N	1,227	471	304	452	656	571	423	804	786	441	50	135	891	164

[2] When did you first start using Google Search?

Question displayed to Google Search users (N=1,190)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Over 5 years ago	80	82	84	76	81	80	86	78	78	85	74	81	87
Within the past 5 years	12	13	9	14	12	13	9	14	14	9	21	12	10
Don't know	7	4	7	10	7	7	5	8	8	5	5	8	3
Weighted N	1,190	463	296	431	641	549	417	773	763	427	130	861	164

[3] In general, do you think Google displays too much, too little, or the right amount of sponsored content in search results?

Question displayed to Google Search users (N=1,190)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Too much sponsored content	38	36	43	36	36	40	33	40	34	44	31	41	27
The right amount of sponsored content	51	55	46	51	53	49	55	49	54	46	55	49	63
Too little sponsored content	4	4	4	4	4	4	6	3	4	5	5	3	8
Don't know	7	6	7	9	8	6	5	8	8	5	9	8	3
Weighted N	1,190	463	296	431	641	549	417	773	763	427	130	861	164

[4] In general, do you think the sponsored content in Google search results are mostly useful or useless?

Question displayed to Google Search users (N=1,190)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Mostly useful	50	56	43	47	52	46	55	46	52	45	62	46	61
Mostly useless	43	38	49	44	39	47	39	45	40	48	32	45	37
Don't know	8	6	9	9	9	7	6	9	8	7	6	9	3
Weighted N	1,190	463	296	431	641	549	417	773	763	427	130	861	164

[5] How concerned or unconcerned are you about Google's handling of privacy and data?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Asian	Black or African American	White	Latino
Very concerned	21	14	24	26	20	23	15	24	20	23	19	23	22	17
Somewhat concerned	39	40	40	36	37	40	37	39	37	42	44	37	37	38
Only a little concerned	27	29	25	26	31	22	30	25	27	26	20	24	29	27
Not at all concerned	13	17	11	11	12	15	17	11	16	9	16	15	12	19
Weighted N	1,227	471	304	452	656	571	423	804	786	441	50	135	891	164

[6] If Apple introduced a new search engine to compete with Google, how likely or unlikely would you be to try it?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Asian	Black or African American	White	Latino
Very likely	21	22	21	20	21	21	21	21	19	26	24	28	19	24
Somewhat likely	37	39	34	37	38	36	38	36	37	37	45	40	37	37
Somewhat unlikely	16	16	16	16	16	15	18	15	15	17	20	9	16	16
Very unlikely	19	17	20	20	18	20	18	19	21	15	10	16	20	20
Not sure	7	6	9	8	7	8	5	8	8	5	1	7	8	3
LIKELY (TOTAL)	58	61	55	57	59	57	59	57	56	63	69	68	56	61
UNLIKELY (TOTAL)	35	33	36	36	34	35	36	34	36	32	30	25	36	36
LIKELY (NET)	+23	+28	+19	+21	+25	+22	+23	+23	+20	+31	+39	+43	+20	+25
Weighted N	1,227	471	304	452	656	571	423	804	786	441	50	135	891	164

[7] Do you think that government officials should do more or less to regulate Big Tech companies (like Google, Amazon, and Meta), or are they already doing the right amount?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Asian	Black or African American	White	Latino
Government officials should do more	46	51	47	40	46	46	47	45	43	51	52	53	44	48
Government officials are doing the right amount	30	34	28	29	28	32	33	29	31	28	33	28	30	36
Government officials should do less	14	8	14	21	14	15	10	16	16	11	7	10	16	11
Don't know	10	7	12	11	12	7	9	10	10	10	7	9	10	5
Weighted N	1,227	471	304	452	656	571	423	804	786	441	50	135	891	164

[8] When thinking about the power of Big Tech companies (like Google, Amazon, and Meta) in the market, which of the following statements comes closer to your view, even if neither is exactly right?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Asian	Black or African American	White	Latino
These companies have too much power in the market, which puts competitors at a disadvantage and hurts both smaller businesses and consumers.	60	65	63	53	62	58	54	63	58	64	66	57	60	61
These companies showcase the best of American innovation and capitalism, and are deserving of the profits and market power they have achieved.	30	26	25	37	25	35	32	29	31	28	26	31	30	31
Don't know	10	9	13	10	13	7	13	8	11	8	8	12	10	8
Weighted N	1,227	471	304	452	656	571	423	804	786	441	50	135	891	164