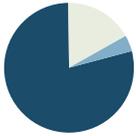


## FINDINGS FROM A SURVEY OF AMERICANS ABOUT ANTITRUST INVESTIGATION OF GOOGLE IN THE U.S.

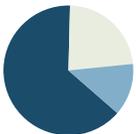
Most Americans are uneasy with Google's dominance of the Internet in general and the search advertising market in particular. Majorities find Google's business practices unfair, and there is broad support for the FTC's investigation of Google. Here are the main findings:

### MOST AMERICANS SUPPORT THE FTC INVESTIGATION OF GOOGLE.

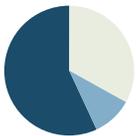


Eight in ten (79%) Americans favor the FTC's investigation of the company for restricting fair competition and misleading consumers. Half (49%) say they *strongly* favor the FTC's actions.

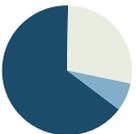
### THE MAJORITY OF AMERICANS ARE TROUBLED BY GOOGLE'S DOMINANCE OF THE ONLINE MARKETPLACE, BOTH IN THE ABSTRACT AND WHEN GOOGLE IS NAMED.



Over six in ten (64%) believe a single company that controls 79% of the market for a good or service should be subject to existing antitrust laws. Only a quarter (23%) say such a company should not be subject to these laws and 13% are not sure.

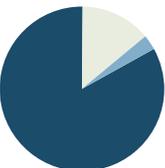


Almost six in ten (57%) feel that Google's control of 79% of the search advertising market is bad for consumers. Only a third (33%) consider this a good thing for consumers.

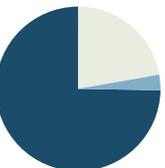


Two thirds (65%) believe Google's control of the mobile search market is bad for consumers.

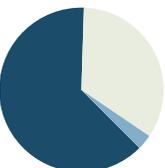
### MAJORITIES FIND GOOGLE'S BUSINESS PRACTICES UNFAIR.



Over eight in ten (84%) say it is unfair for Google to take content from other websites and present it as its own, depriving these other websites of potential consumer traffic.



Three-quarters (74%) say it is unfair for Google to raise prices for advertising without notice and to favor large e-commerce companies over small local businesses.



Over six in ten (63%) say it is unfair for Google to use the profits it makes from its dominant position in search advertising to buy smaller, innovative companies at an early stage, preventing them from becoming competitors.

**METHODOLOGY:** FairSearch.org sponsored and designed this survey. The survey was fielded from September 15 – 18, 2011, by Braun Research. It is a nationally representative poll among a randomly selected sample of 1,005 adults aged 18 and older across the United States. One can say with 95% confidence that the margin of error is  $\pm 3$  percentage points. Interviews were conducted with respondents on landline and cellular telephones. These data were weighted to ensure that the sample's composition reflects that of the actual U.S. population according to U.S. Census figures. In addition to sample error, question wording and practical difficulties in conducting surveys can introduce error or bias into findings of public opinion polls.

