

MEMORANDUM

TO: FAIRSEARCH.ORG

FROM: DAVE SACKETT
KATIE HANDEL

RE: KEY FINDINGS FROM A NATIONAL SURVEY OF VOTER ATTITUDES
(INCLUDING OVERSAMPLE OF SELF-IDENTIFIED “CONSERVATIVES”)
ON ANTI-TRUST LAWS AND THE INTERNET

DATE: AUGUST 18, 2012

The Tarrance Group is pleased to present FairSearch.Org with the key findings from a national survey of voter attitudes regarding the issue of anti-trust laws and the internet. These key findings are based on telephone interviews with N=800 “likely” registered voters throughout country.

This survey also included an oversample of N=200 self-identified conservative voters, which results in an overall sample of N=568 self-identified conservative voters. Responses to this survey were gathered August 12-16, 2012. The margin of error associated with the base sample is $\pm 3.5\%$, and the margin of error for the sample of self-identified conservatives is $\pm 4.2\%$.

KEY FINDINGS

- Throughout the data, there are almost no differences in the views and attitudes of “self-identified conservatives” and the electorate as a whole when it comes to issues of anti-trust laws and the internet.
- Over two-thirds of voters across the country, sixty-seven percent (67%), indicate that they favor enforcing existing anti-trust laws to protect businesses “operating on the internet” from companies abusing a monopoly position to gain competitive advantage.
- Self-identified conservatives are just as supportive of this effort, with sixty-four percent (64%) of self-identified conservatives indicating that they favor the enforcement of anti-trust laws to protect companies operating on the internet.

- Over a third of voters across the country, thirty-six percent (36%), indicate they believe that the government is not acting aggressively enough to allegations that some companies are violating competition and consumer protection laws. Twenty-seven percent (27%) of voters believe that the government is acting at just the right level, and only 17% believe that the government is acting too aggressively. A plurality of self-identified conservatives also believe that the government is not acting aggressively enough.
- The “uninformed” view of the electorate regarding Google’s monopoly position as a search engine and search advertising marketplace is fairly mixed. Forty-one percent (41%) of voters believe that Google does have a monopoly, while 48% believe that it does not have a monopoly.
- The communication of the facts that Google currently controls 79% of the online search market in the U.S. and 90% in Europe, and controls more than 95% of searches performed on mobile phones has a dramatic impact on views on whether Google has a monopoly position.

<i>ALL VOTERS:</i>	<u>Unaided</u>	<u>Informed</u>
Google does have monopoly	41%	67%
Google does not have monopoly	48%	20%
Unsure	11%	14%

<i>CONSERVATIVES:</i>	<u>Unaided</u>	<u>Informed</u>
Google does have monopoly	38%	63%
Google does not have monopoly	50%	23%
Unsure	12%	13%

- Voters across the country, as well as conservatives, express significant levels of concern about a number of the current business practices that Google engages in that reduce competition.

<i>ALL VOTERS:</i>	<u>Agree</u>	<u>Disagree</u>
Display of Google’s search engine results are manipulated to the advantage of disadvantage of certain sites and companies	59%	25%
Google favors its own products and services when it displays search results	67%	19%
Google changes its search formula to intentionally disadvantage competitors	54%	30%

<i>CONSERVATIVES:</i>	<u>Agree</u>	<u>Disagree</u>
Display of Google’s search engine results are manipulated to the advantage of disadvantage of certain sites and companies	53%	27%
Google favors its own products and services when it displays search results	62%	20%
Google changes its search formula to intentionally disadvantage competitors	54%	28%

- Fully three quarters of the electorate, seventy-six percent (76%) indicate they believe that Google should be required to be more transparent in revealing how it ranks websites and provide businesses who are negatively impacted an explanation.
- A majority of the electorate, fifty-five percent (55%), “strongly” believe this. Sixty-seven percent (67%) of self-identified conservatives also indicate they believe that Google should be required to do this.
- Seventy-eight percent (78%) of voters across the country indicate that they support the current investigation by the U.S. Federal Trade Commission regarding allegations that Google has violated antitrust and consumer protection laws. Only sixteen percent (16%) of voters oppose this investigation. Conservatives are just as supportive of this investigation, with sixty-nine percent (69%) of self-identified conservatives indicating that they support this investigation.
- Finally, U.S. voters strongly believe that U.S. law enforcement should take action here in the United States if the E.U. Commission finds that Google engaged in anticompetitive practices and actions that violate the law.
- Seventy-two percent (72%) of all voters across the country, (and 64% of self-identified conservative voters) believe that U.S. law enforcement should follow suit and take action to stop these same Google practices in the United States.
- To see more details on the findings of the poll, click [here](#).

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