

# GALLUP NEWS SERVICE

## JANUARY WAVE 1

-- FINAL TOPLINE --

Timberline: 937614  
T: 432  
Princeton Job #: 21-01-002

January 21-February 2, 2021

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Results are based on telephone interviews conducted January 21-February 2, 2021 with a random sample of – 906—adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is  $\pm 4$  percentage points at the 95% confidence level.

For results based on the sample of –420—Democrats and Democratic-leaning independents, the margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of –412—Republicans and Republican-leaning independents, the margin of sampling error is  $\pm 6$  percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Dynata. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2019 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2019 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact [galluphelp@gallup.com](mailto:galluphelp@gallup.com).

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11. Next, please say whether your overall view of technology companies, such as Amazon, Facebook and Google, is very positive, somewhat positive, neutral, somewhat negative or very negative.

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<i>Total positive</i>
2021 Jan 21-Feb 2	11	23	20	23	22	1	34
2019 Aug 1-14	15	31	22	23	10	*	46

12. Do you think the government should increase, decrease or not change its regulation of technology companies such as Amazon, Facebook and Google?

	<u>Increase</u>	<u>Decrease</u>	<u>Not change</u>	<u>No opinion</u>
2021 Jan 21-Feb 2	57	13	28	3
2019 Aug 1-14	48	10	40	2



**GALLUP POLL NEWS SURVEY  
January 2021  
Public Release Data**

**QN12: Government Regulation of Technology Companies BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Gender			Race I		Age			Education			Party I.D.			Ideology		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	906	515	391	680	205	171	244	475	434	283	180	244	426	230	360	313	213
	Weighted n	906	453	453	593	300	250	280	366	321	255	325	226	448	224	343	332	215
Increase		518	257	261	351	162	152	157	204	219	143	154	120	261	134	186	175	148
		57%	57%	58%	59%	54%	61%	56%	56%	68%	56%	47%	53%	58%	60%	54%	53%	69%
Decrease		113	61	53	79	33	28	32	53	20	37	54	46	50	18	49	46	17
		13%	13%	12%	13%	11%	11%	11%	14%	6%	15%	17%	20%	11%	8%	14%	14%	8%
Not change		250	123	127	144	104	67	90	91	74	66	109	53	127	66	98	102	46
		28%	27%	28%	24%	35%	27%	32%	25%	23%	26%	33%	23%	28%	30%	29%	31%	21%
(DK)/(Refused)		25	12	13	20	2	2	2	19	7	9	9	8	10	6	9	9	4
		3%	3%	3%	3%	1%	1%	1%	5%	2%	3%	3%	4%	2%	3%	3%	3%	2%