

## Topline questionnaire

### 2018 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL

WAVE 35 MAY 2018

FINAL TOPLINE

MAY 29 – JUNE 11, 2018

TOTAL N=4,594

#### ASK ALL:

ECIMP

How much power and influence do you think each of the following have in today's ECONOMY? **[RANDOMIZE ITEMS; RANDOMIZE RESPONSES 1 AND 2, 3 ALWAYS LAST]**

	<u>Too much power and influence</u>	<u>Not enough power and influence</u>	<u>About the right amount</u>	<u>No Answer</u>
<b>ASK FORM 1 [N=2,303]</b>				
a. Technology companies May 29-Jun 11, 2018	55	7	37	*
b. The energy industry May 29-Jun 11, 2018	57	10	32	*
c. Labor unions May 29-Jun 11, 2018	30	39	30	1
d. Banks and other financial institutions May 29-Jun 11, 2018	72	5	23	*
<b>ASK FORM 2 [N=2,291]</b>				
e. Advertisers May 29-Jun 11, 2018	71	4	25	1
f. Pharmaceutical companies May 29-Jun 11, 2018	83	4	13	*
g. The farming and agriculture industry May 29-Jun 11, 2018	19	47	33	1
h. Small businesses May 29-Jun 11, 2018	2	76	21	1

**[TCF1 AND TCF2 NOT SHOWN]**

**ASK ALL:**

TC2a How much of the time do you think you can trust major technology companies to do what is right?

May 29-  
Jun 11  
2018

3	Just about always
25	Most of the time
58	Some of the time
14	Hardly ever
*	No Answer

**ASK ALL:****[RANDOMIZE ORDER OF TC2b AND TC2c]**

TC2b Thinking about the impact major technology companies and their products and services have had on SOCIETY, do you think that impact has been... **[RANDOMIZE 1 AND 2; USE SAME ORDER IN TC2b AND TC2c]**

May 29-  
Jun 11  
2018

63	More good than bad
36	More bad than good
1	No Answer

**ASK ALL:****[RANDOMIZE ORDER OF TC2b AND TC2c]**

TC2c Thinking about the impact major technology companies and their products and services have had on YOU PERSONALLY, do you think that impact has been... **[RANDOMIZE 1 AND 2; USE SAME ORDER IN TC2b AND TC2c]**

May 29-  
Jun 11  
2018

74	More good than bad
24	More bad than good
1	No Answer

**ASK ALL:**

TC3 Do you think the following statements describe major technology companies well?  
**[RANDOMIZE ITEMS]**

	<u>Describes them well</u>	<u>Does not describe them well</u>	<u>No Answer</u>
a. Their products and services mostly benefit people who already have advantages in life May 29-Jun 11, 2018	64	35	1
b. They do enough to protect the personal data of their users May 29-Jun 11, 2018	24	75	1
c. They often fail to anticipate how their products and services will impact society May 29-Jun 11, 2018	65	34	1

**ASK ALL:**

TC4 Compared to other companies, do you think major technology companies are...  
**[RANDOMIZE 1 AND 2, 3 ALWAYS LAST]**

May 29- Jun 11 <u>2018</u>	8	More ethical
	22	Less ethical
	69	About as ethical as other companies
	1	No Answer

**ASK ALL:**

TC5 Thinking about the role of the government in regulating major technology companies, do you think these companies should be regulated... **[RANDOMIZE 1 AND 2, 3 ALWAYS LAST]**

May 29- Jun 11 <u>2018</u>	51	More than they are now
	9	Less than they are now
	38	About the same as they are now
	1	No Answer

**ASK ALL:****[RANDOMIZE ORDER OF TC6a AND TC6b]**

TC6a Do you think major technology companies tend to... **[RANDOMIZE 1 AND 2, 3 ALWAYS LAST]**

May 29-  
Jun 11  
2018

33	Support the views of men over women
8	Support the views of women over men
58	Support the views of both equally
2	No Answer

**ASK ALL:****[RANDOMIZE ORDER OF TC6a AND TC6b]**

TC6b Do you think major technology companies tend to... **[RANDOMIZE 1 AND 2, 3 ALWAYS LAST]**

May 29-  
Jun 11  
2018

43	Support the views of liberals over conservatives
11	Support the views of conservatives over liberals
43	Support the views of both equally
3	No Answer

**ASK ALL:**

SM7 How likely, if at all, do you think it is that social media sites intentionally censor political viewpoints that they find objectionable?

May 29-  
Jun 11  
2018

35	Very likely
37	Somewhat likely
19	Not very likely
8	Not at all likely
1	No Answer