

California Survey Results

Q1 The COMPETE Act is a proposal in the California Legislature to update California's outdated competition law so that big corporations can't abuse their market power to shut out competitors, hold down wages, or raise prices. Do you support or oppose the COMPETE Act?

Support 52%
Oppose 11%
Not sure 36%

Q2 Supporters say California should pass the COMPETE Act to modernize the state's competition law and hold big corporations accountable when they abuse their market power, drive up prices, and hold down wages. Do you find this a very convincing, somewhat convincing, or not a convincing reason to support the COMPETE Act?

Very convincing 33%
Somewhat convincing 28%
Not convincing 18%
Not sure 20%

Q3 Supporters of the COMPETE Act say corporations big enough to control a market can squeeze out or buy up small businesses before they ever get a fair shot. These corporations need to be challenged so small businesses and startups can compete and create jobs in their communities. Do you find this a very convincing, somewhat convincing, or not a convincing reason to support the COMPETE Act?

Very convincing 37%
Somewhat convincing 31%
Not convincing 16%
Not sure 17%

Q4 Supporters of the COMPETE Act say a few giant corporations control markets for household essentials like prescription drugs and groceries, and they use that control to raise the prices families pay -- challenging their control can help bring costs down. Do you find this a very convincing, somewhat convincing, or not a convincing reason to support the COMPETE Act?

Very convincing 42%
Somewhat convincing 25%
Not convincing 16%
Not sure 16%

Q5 Supporters of the COMPETE Act say the biggest tech companies have become powerful enough to crush competitors and control entire markets -- and it's time to hold them accountable. Do you find this a very convincing, somewhat convincing, or not a convincing reason to support the COMPETE Act?

Very convincing 46%
Somewhat convincing 22%
Not convincing 16%
Not sure 17%

Q6 Supporters of the COMPETE Act say that because families have no safer alternative to switch to, social media companies face little pressure to make their products safe for kids. More competition would push them to do better. Do you find this a very convincing, somewhat convincing, or not a convincing reason to support the COMPETE Act?

Very convincing 36%
Somewhat convincing 28%
Not convincing 20%
Not sure 16%

Q7 In the 2024 election for President, did you vote for Republican Donald Trump, Democrat Kamala Harris, someone else, or did you not vote in the election?

Donald Trump 39%
Kamala Harris 59%
Someone else / Did not vote 2%

Q8 If you are a woman, press 1. If a man, press 2. If you are gender non-binary, press 3.

Woman 52%
Man 46%
Gender non-binary 2%

Q9 If you are a Democrat, press 1. If a Republican, press 2. If an independent, press 3.

Democrat 49%
Republican 29%
Independent 22%

Q10 If you are Hispanic or Latino, press 1. If white, press 2. If Asian, press 3. If African-American, press 4. If other, press 5.

Hispanic or Latino 21%
White 52%
Asian 13%
African-American 6%
Other 8%

Q11 If you are 18-45 years old, press 1. If 46-65, press 2. If older than 65, press 3.

18 to 45 30%
46 to 65 40%
Older than 65 30%

Q12 What is the highest level of education you have received: high school graduate or less, some college but did not finish, 2-year college degree, 4-year college degree, or post-graduate degree?

High school graduate or less 24%
Some college but did not finish 20%
2-year college degree 15%
4-year college degree 25%
Post-graduate degree 16%

Q13 Mode

Landline 10%
Text 90%

	Base	2024 Vote		
		Donald Trump	Kamala Harris	Someone else / Did not vote
COMPETE Act Support / Oppose				
Support	52%	42%	60%	44%
Oppose	11%	17%	7%	23%
Not sure	36%	41%	33%	33%

	Base	2024 Vote		
		Donald Trump	Kamala Harris	Someone else / Did not vote
CA's Competition Law Should Be Modernized Very / Somewhat / Not Conving Reason to Support the COMPETE Act				
Very convincing	33%	23%	40%	32%
Somewhat convincing	28%	22%	33%	18%
Not convincing	18%	30%	10%	30%
Not sure	20%	25%	16%	20%

	Base	2024 Vote		
		Donald Trump	Kamala Harris	Someone else / Did not vote
Big Corporations Can Squeeze Out Small Businesses Very / Somewhat / Not Convincing Reason to Support the COMPETE Act				
Very convincing	37%	29%	42%	33%
Somewhat convincing	31%	25%	34%	25%
Not convincing	16%	23%	10%	26%
Not sure	17%	23%	13%	16%

	Base	2024 Vote		
		Donald Trump	Kamala Harris	Someone else / Did not vote
Challenging Control of a Few Giant Corporations Can Help Bring Costs Down Very / Somewhat / Not Convincing Reason to Su...				
Very convincing	42%	30%	50%	40%
Somewhat convincing	25%	22%	28%	17%
Not convincing	16%	25%	10%	27%
Not sure	16%	23%	12%	16%

	Base	2024 Vote		
		Donald Trump	Kamala Harris	Someone else / Did not vote
It's Time to Hold Big Tech Companies Accountable Very / Somewhat / Not Convincing Reason to Support the COMPETE Act				
Very convincing	46%	35%	54%	34%
Somewhat convincing	22%	17%	24%	17%
Not convincing	16%	23%	10%	33%
Not sure	17%	25%	12%	16%

	Base	2024 Vote		
		Donald Trump	Kamala Harris	Someone else / Did not vote
Competition Would Push Social Media Companies to Do Better for Kids Very / Somewhat / Not Convincing Reason to Support t...				
Very convincing	36%	30%	40%	37%
Somewhat convincing	28%	23%	31%	11%
Not convincing	20%	24%	17%	34%
Not sure	16%	22%	11%	17%

	Base	Gender		
		Woman	Man	Gender non-binary
COMPETE Act Support / Oppose				
Support	52%	59%	46%	51%
Oppose	11%	5%	18%	5%
Not sure	36%	36%	36%	44%

	Base	Gender		
		Woman	Man	Gender non-binary
CA's Competition Law Should Be Modernized Very / Somewhat / Not Convinced Reason to Support the COMPETE Act				
Very convincing	33%	41%	25%	44%
Somewhat convincing	28%	25%	32%	25%
Not convincing	18%	14%	24%	7%
Not sure	20%	20%	19%	24%

	Base	Gender		
		Woman	Man	Gender non-binary
Big Corporations Can Squeeze Out Small Businesses Very / Somewhat / Not Convincing Reason to Support the COMPETE Act				
Very convincing	37%	43%	30%	44%
Somewhat convincing	31%	31%	31%	25%
Not convincing	16%	9%	23%	7%
Not sure	17%	18%	16%	24%

	Base	Gender		
		Woman	Man	Gender non-binary
Challenging Control of a Few Giant Corporations Can Help Bring Costs Down Very / Somewhat / Not Convincing Reason to Su...				
Very convincing	42%	46%	37%	63%
Somewhat convincing	25%	23%	29%	6%
Not convincing	16%	13%	20%	7%
Not sure	16%	17%	15%	24%

	Base	Gender		
		Woman	Man	Gender non-binary
It's Time to Hold Big Tech Companies Accountable Very / Somewhat / Not Convincing Reason to Support the COMPETE Act				
Very convincing	46%	51%	40%	62%
Somewhat convincing	22%	21%	23%	6%
Not convincing	16%	9%	25%	7%
Not sure	17%	20%	13%	24%

	Base	Gender		
		Woman	Man	Gender non-binary
Competition Would Push Social Media Companies to Do Better for Kids Very / Somewhat / Not Convincing Reason to Support t...				
Very convincing	36%	39%	33%	45%
Somewhat convincing	28%	32%	23%	6%
Not convincing	20%	11%	29%	48%
Not sure	16%	18%	14%	2%

	Base	Party		
		Democrat	Republican	Independent
COMPETE Act Support / Oppose				
Support	52%	60%	43%	47%
Oppose	11%	8%	17%	11%
Not sure	36%	32%	40%	42%

	Base	Party		
		Democrat	Republican	Independent
CA's Competition Law Should Be Modernize- d Very / Somewhat / Not Conving Reason to Support the COMP- ETE Act				
Very convincing	33%	45%	19%	26%
Somewhat convincing	28%	29%	27%	29%
Not convincing	18%	10%	26%	26%
Not sure	20%	16%	28%	18%

	Base	Party		
		Democrat	Republican	Independent
Big Corporations Can Squeeze Out Small Businesses Very / Somewhat / Not Convincing Reason to Support the COMPETE Act				
Very convincing	37%	46%	27%	29%
Somewhat convincing	31%	34%	21%	37%
Not convincing	16%	9%	23%	20%
Not sure	17%	12%	29%	14%

	Base	Party		
		Democrat	Republican	Independent
Challenging Control of a Few Giant Corporations Can Help Bring Costs Down Very / Somewhat / Not Convincing Reason to Su...				
Very convincing	42%	54%	26%	38%
Somewhat convincing	25%	25%	27%	24%
Not convincing	16%	8%	21%	28%
Not sure	16%	13%	27%	10%

	Base	Party		
		Democrat	Republican	Independent
It's Time to Hold Big Tech Companies Accountable Very / Somewhat / Not Convincing Reason to Support the COMPETE Act				
Very convincing	46%	58%	30%	40%
Somewhat convincing	22%	20%	19%	28%
Not convincing	16%	9%	25%	20%
Not sure	17%	13%	27%	13%

	Base	Party		
		Democrat	Republican	Independent
Competition Would Push Social Media Companies to Do Better for Kids Very / Somewhat / Not Convincing Reason to Support t...				
Very convincing	36%	46%	22%	32%
Somewhat convincing	28%	27%	25%	32%
Not convincing	20%	15%	25%	25%
Not sure	16%	11%	28%	10%

	Base	Race				
		Hispanic or Latino	White	Asian	African- American	Other
COMPETE Act Support / Oppose						
Support	52%	44%	57%	69%	53%	19%
Oppose	11%	11%	9%	12%	16%	23%
Not sure	36%	45%	34%	19%	32%	58%

	Base	Race				
		Hispanic or Latino	White	Asian	African- American	Other
CA's Competition Law Should Be Modernize- d Very / Somewhat / Not Conving Reason to Support the COMP- ETE Act						
Very convincing	33%	21%	38%	35%	44%	21%
Somewhat convincing	28%	32%	27%	37%	24%	20%
Not convincing	18%	25%	16%	14%	6%	32%
Not sure	20%	21%	19%	14%	27%	27%

	Base	Race				
		Hispanic or Latino	White	Asian	African- American	Other
Big Corporations Can Squeeze Out Small Businesses Very / Somewhat / Not Convincing Reason to Support the COMPETE Act						
Very convincing	37%	23%	44%	41%	40%	16%
Somewhat convincing	31%	40%	27%	26%	28%	34%
Not convincing	16%	20%	13%	14%	3%	30%
Not sure	17%	16%	15%	18%	29%	20%

	Base	Race				
		Hispanic or Latino	White	Asian	African- American	Other
Challenging Control of a Few Giant Corporations Can Help Bring Costs Down Very / Somewhat / Not Convincing Reason to Su...						
Very convincing	42%	31%	46%	57%	52%	17%
Somewhat convincing	25%	28%	26%	19%	17%	28%
Not convincing	16%	25%	14%	6%	4%	30%
Not sure	16%	16%	13%	18%	27%	25%

	Base	Race				
		Hispanic or Latino	White	Asian	African-American	Other
It's Time to Hold Big Tech Companies Accountable Very / Somewhat / Not Convincing Reason to Support the COMPETE Act						
Very convincing	46%	41%	48%	57%	51%	23%
Somewhat convincing	22%	22%	23%	13%	17%	29%
Not convincing	16%	19%	15%	10%	3%	30%
Not sure	17%	18%	14%	21%	28%	18%

	Base	Race				
		Hispanic or Latino	White	Asian	African-American	Other
Competition Would Push Social Media Companies to Do Better for Kids Very / Somewhat / Not Convincing Reason to Support t...						
Very convincing	36%	36%	39%	37%	53%	8%
Somewhat convincing	28%	30%	26%	25%	23%	37%
Not convincing	20%	20%	20%	23%	3%	29%
Not sure	16%	14%	15%	15%	21%	25%

	Base	Age		
		18 to 45	46 to 65	Older than 65
COMPETE Act Support / Oppose				
Support	52%	50%	54%	53%
Oppose	11%	14%	7%	14%
Not sure	36%	36%	39%	33%

	Base	Age		
		18 to 45	46 to 65	Older than 65
CA's Competition Law Should Be Modernized Very / Somewhat / Not Convinced Reason to Support the COMPETE Act				
Very convincing	33%	34%	29%	38%
Somewhat convincing	28%	27%	34%	22%
Not convincing	18%	20%	17%	18%
Not sure	20%	19%	19%	22%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Big Corporations Can Squeeze Out Small Businesses Very / Somewhat / Not Convincing Reason to Support the COMPETE Act				
Very convincing	37%	39%	35%	36%
Somewhat convincing	31%	32%	30%	29%
Not convincing	16%	15%	17%	14%
Not sure	17%	15%	17%	20%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Challenging Control of a Few Giant Corporations Can Help Bring Costs Down Very / Somewhat / Not Convincing Reason to Su...				
Very convincing	42%	46%	40%	41%
Somewhat convincing	25%	22%	27%	27%
Not convincing	16%	15%	17%	16%
Not sure	16%	17%	16%	16%

	Base	Age		
		18 to 45	46 to 65	Older than 65
It's Time to Hold Big Tech Companies Accountable Very / Somewhat / Not Convincing Reason to Support the COMPETE Act				
Very convincing	46%	51%	41%	47%
Somewhat convincing	22%	19%	25%	20%
Not convincing	16%	15%	17%	16%
Not sure	17%	15%	18%	16%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Competition Would Push Social Media Companies to Do Better for Kids Very / Somewhat / Not Convincing Reason to Support t...				
Very convincing	36%	41%	32%	38%
Somewhat convincing	28%	24%	30%	28%
Not convincing	20%	21%	23%	15%
Not sure	16%	13%	15%	19%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
COMPETE Act Support / Oppose						
Support	52%	55%	52%	60%	50%	45%
Oppose	11%	7%	10%	6%	20%	12%
Not sure	36%	38%	38%	34%	30%	43%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
CA's Competition Law Should Be Modernized Very / Somewhat / Not Conving Reason to Support the COMPETE Act						
Very convincing	33%	34%	27%	41%	37%	28%
Somewhat convincing	28%	26%	33%	28%	26%	31%
Not convincing	18%	17%	20%	11%	20%	22%
Not sure	20%	23%	21%	20%	16%	19%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Big Corporations Can Squeeze Out Small Businesses Very / Somewhat / Not Convincing Reason to Support the COMPETE Act						
Very convincing	37%	38%	35%	44%	36%	32%
Somewhat convincing	31%	31%	27%	35%	28%	34%
Not convincing	16%	12%	18%	11%	19%	17%
Not sure	17%	19%	20%	11%	17%	17%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Challenging Control of a Few Giant Corporations Can Help Bring Costs Down Very / Somewhat / Not Convincing Reason to Su...						
Very convincing	42%	43%	42%	50%	40%	37%
Somewhat convincing	25%	21%	24%	26%	31%	25%
Not convincing	16%	20%	18%	10%	13%	20%
Not sure	16%	15%	16%	15%	16%	19%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
It's Time to Hold Big Tech Companies Accountable Very / Somewhat / Not Convincing Reason to Support the COMPETE Act						
Very convincing	46%	50%	46%	54%	43%	36%
Somewhat convincing	22%	18%	21%	21%	24%	25%
Not convincing	16%	12%	17%	10%	21%	18%
Not sure	17%	19%	17%	16%	12%	21%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Competition Would Push Social Media Companies to Do Better for Kids Very / Somewhat / Not Convincing Reason to Support t...						
Very convincing	36%	41%	38%	51%	29%	25%
Somewhat convincing	28%	27%	26%	26%	27%	34%
Not convincing	20%	14%	17%	14%	31%	23%
Not sure	16%	18%	19%	9%	13%	19%

	Base	Mode	
		Landline	Text
COMPETE Act Support / Oppose			
Support	52%	35%	54%
Oppose	11%	24%	10%
Not sure	36%	41%	36%

	Base	Mode	
		Landline	Text
CA's Competition Law Should Be Modernize- d Very / Somewhat / Not Conving Reason to Support the COMP- ETE Act			
Very convincing	33%	35%	33%
Somewhat convincing	28%	13%	30%
Not convincing	18%	23%	18%
Not sure	20%	30%	19%

	Base	Mode	
		Landline	Text
Big Corporations Can Squeeze Out Small Businesses Very / Somewhat / Not Convincing Reason to Support the COMPETE Act			
Very convincing	37%	37%	37%
Somewhat convincing	31%	16%	32%
Not convincing	16%	20%	15%
Not sure	17%	28%	16%

	Base	Mode	
		Landline	Text
Challenging Control of a Few Giant Corporations Can Help Bring Costs Down Very / Somewhat / Not Convincing Reason to Su...			
Very convincing	42%	40%	42%
Somewhat convincing	25%	17%	26%
Not convincing	16%	20%	16%
Not sure	16%	23%	15%

	Base	Mode	
		Landline	Text
It's Time to Hold Big Tech Companies Accountable Very / Somewhat / Not Convincing Reason to Support the COMPETE Act			
Very convincing	46%	38%	47%
Somewhat convincing	22%	14%	22%
Not convincing	16%	20%	15%
Not sure	17%	27%	16%

	Base	Mode	
		Landline	Text
Competition Would Push Social Media Companies to Do Better for Kids Very / Somewhat / Not Convincing Reason to Support t...			
Very convincing	36%	34%	37%
Somewhat convincing	28%	18%	29%
Not convincing	20%	19%	20%
Not sure	16%	28%	14%