

Amazon Anti-Competitive Sentiment

Consumer sentiment that “Amazon is a monopoly” grew while we were asking the question (from 39% agree in July of 2018 to 51% agree in February of 2020). During that same time period, consumers were increasingly likely to agree that there is economic/social risk because of Amazon (just over 1/3 as of February). 32% of respondents said they would support changing anti-trust law to break up Amazon, but that percentage dropped to 26% when we asked if they would be willing to accept slower delivery times in order to break up Amazon.

Regulating Social Media Platforms

We most recently scoped consumer sentiment toward regulating social media platforms in October of 2019. At the time, the majority of those with an opinion said social media platforms should regulate their own platforms. 24.3% of all consumers believe social media platforms should be policed by governments.

Social Media Privacy Concerns

- **Consumers:** Consumers have been increasingly likely to care about social media platforms collecting personal data when they use them. Over time, however, they have also become less likely to say they will delete accounts because they don't like it. The percentage who say they don't like it and will reduce usage because of it has risen over time.
- **Ad Execs:** Up through January 2020 when we were asking ad execs about social media privacy concerns, an increasing percentage were saying that they did not think it was a problem or concern impacting client spending behavior.

Tech CEO Sentiment

Consumer awareness of prominent tech CEO's has increased over time. Among the familiar, sentiment is net negative and has worsened. Tim Cook is the exception (net positive view and improved).

Political Content in Social Media and TikTok Ban

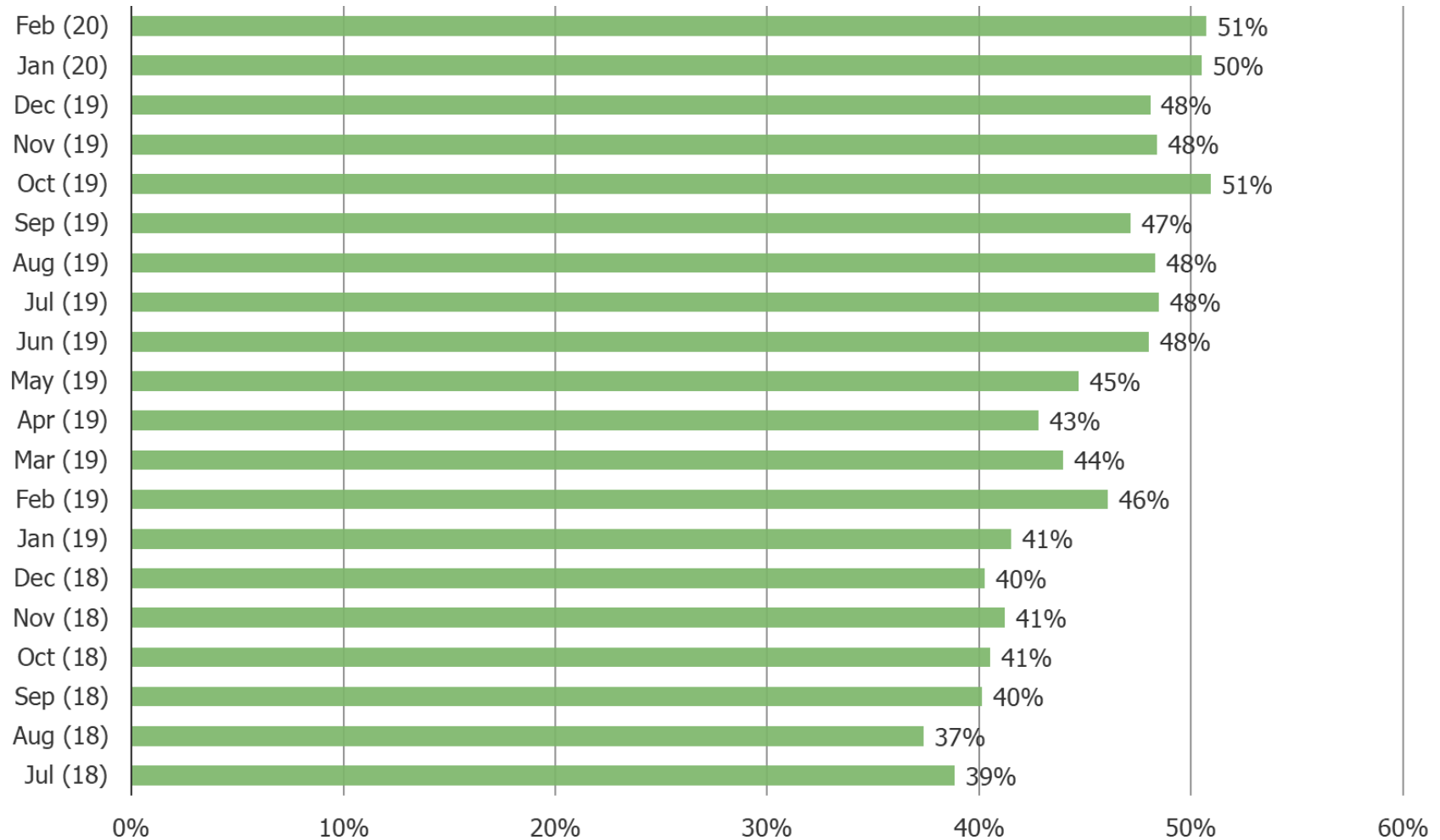
Consumers have a decidedly negative view of political content in their social media experience, especially political advertisements. They continue to suggest they will reduce usage if they encounter an increasing amount of political content. Users expect Twitter and Facebook to be the biggest offenders when it comes to putting political content in front of them (users of Pinterest are the least likely to expect to see political content). TikTok users offered very negative feedback regarding how they would react if the government decides to ban TikTok.

I | Amazon Anti-Competitive Sentiment



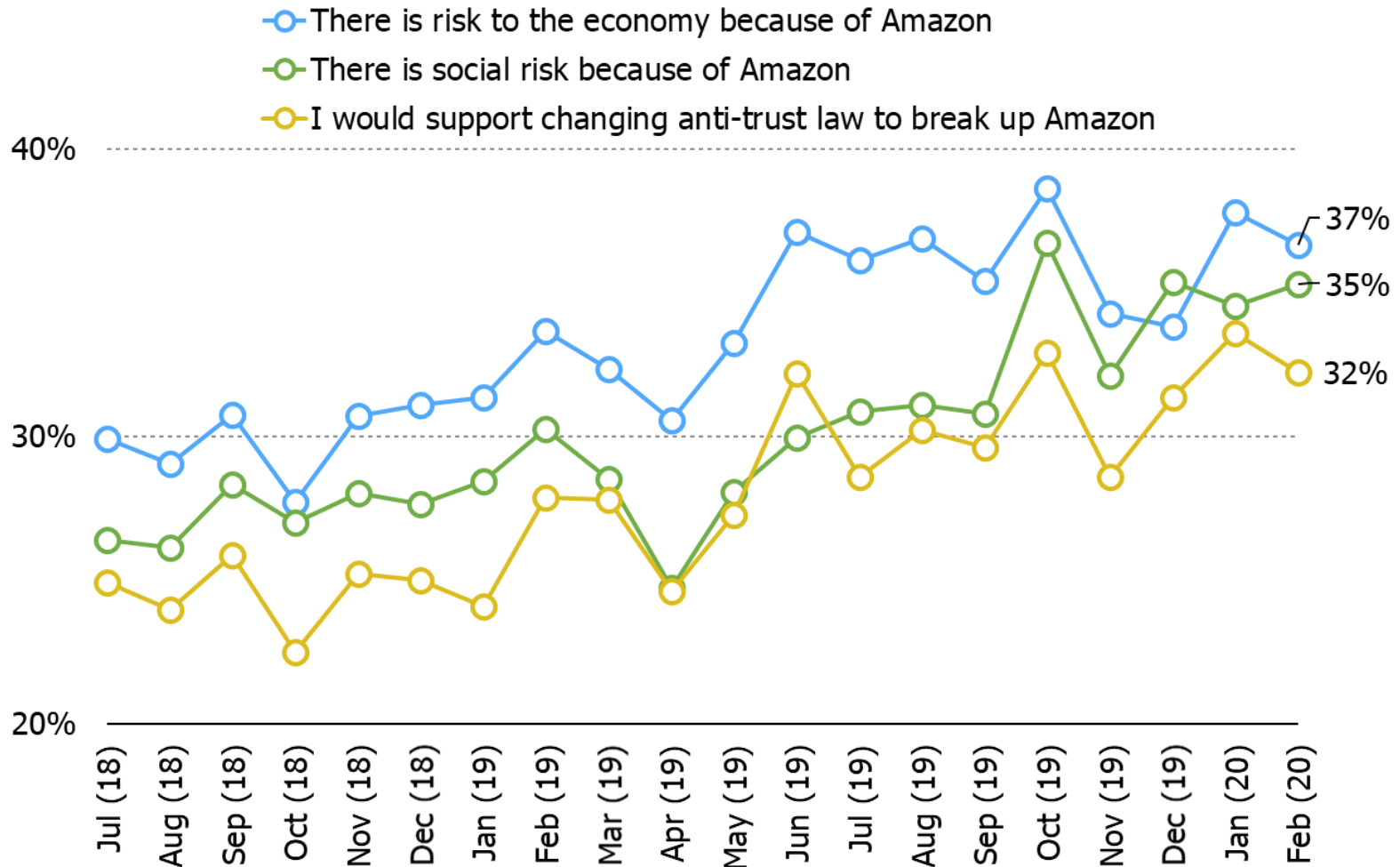
"Amazon is a monopoly" | Percent Agree

Posed to all respondents.



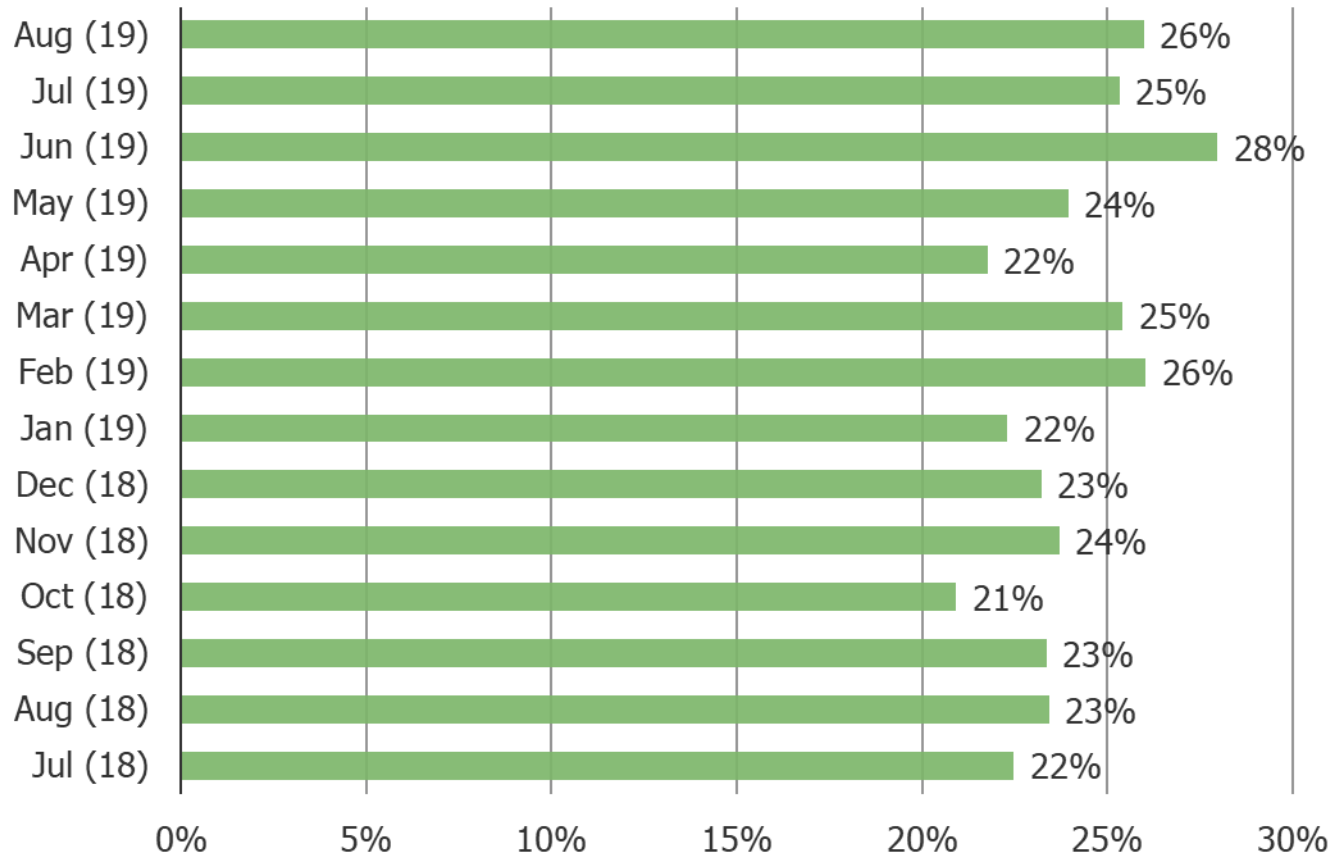
Percentage of respondents who agree with the following statements:

Posed to all respondents.



Would you be willing to pay more or accept slower delivery times in order to break up Amazon?

Posed to all respondents.

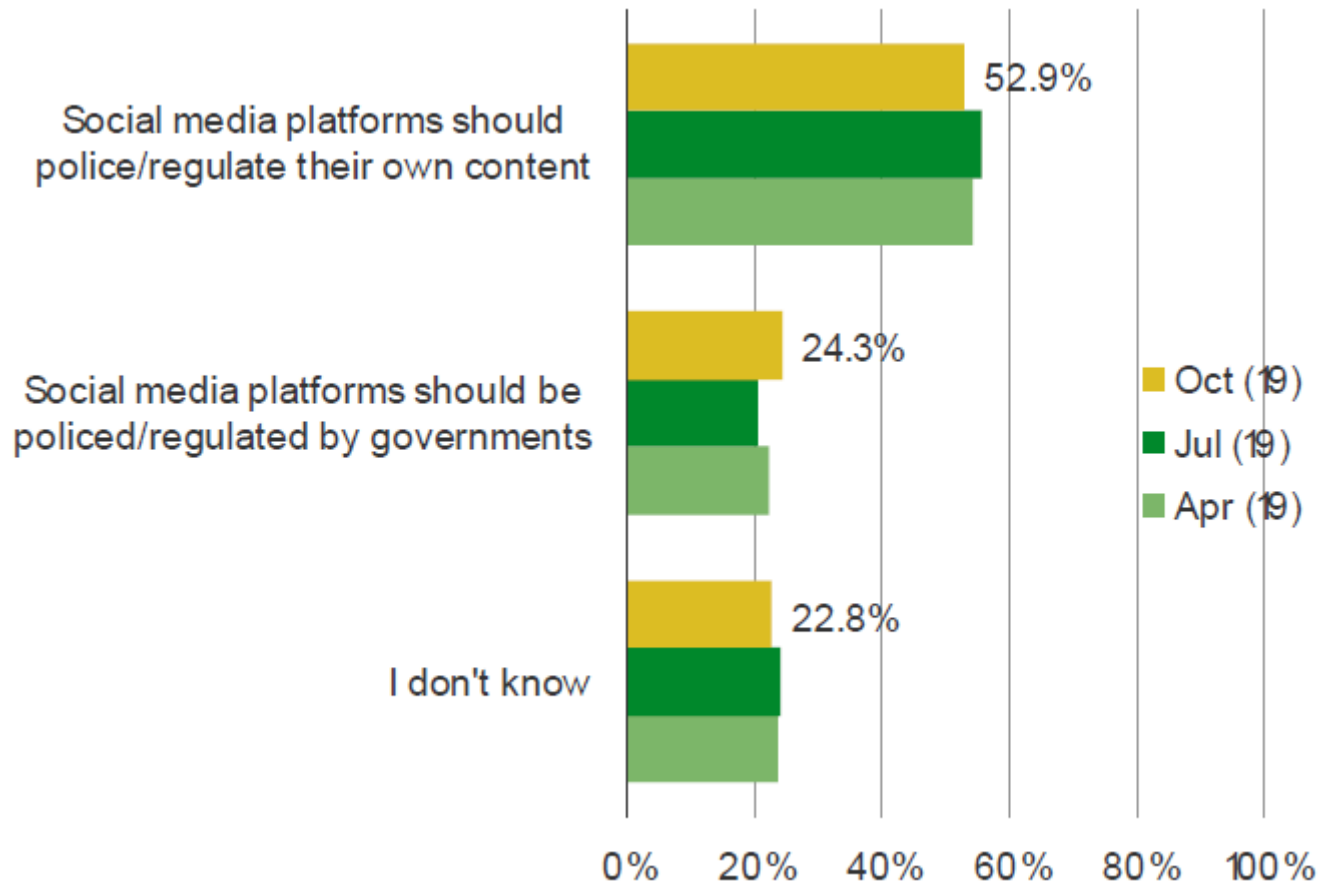


II | Social Media Government Regulation Sentiment



Should social media platforms police/regulate their own content, or should they be policed/regulated by the government?

Posed to all respondents.

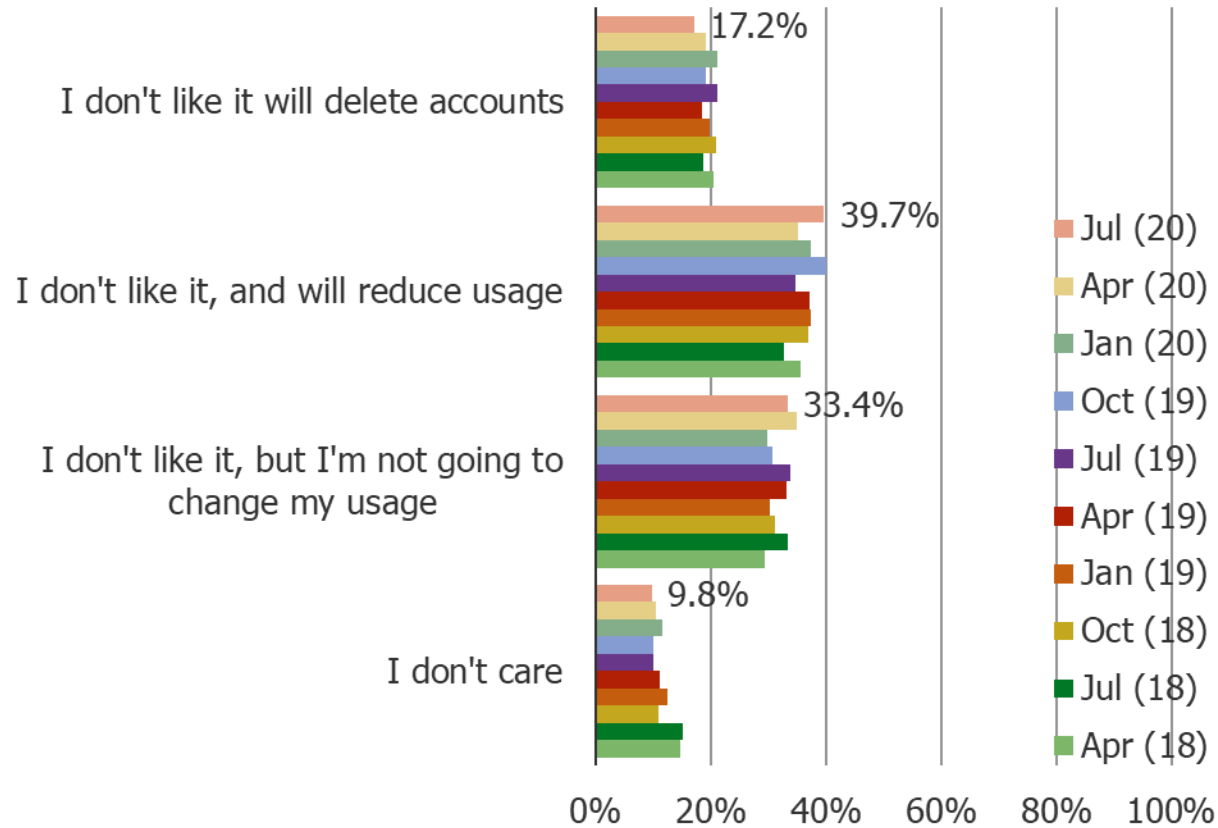


III | Social Media Privacy Concerns



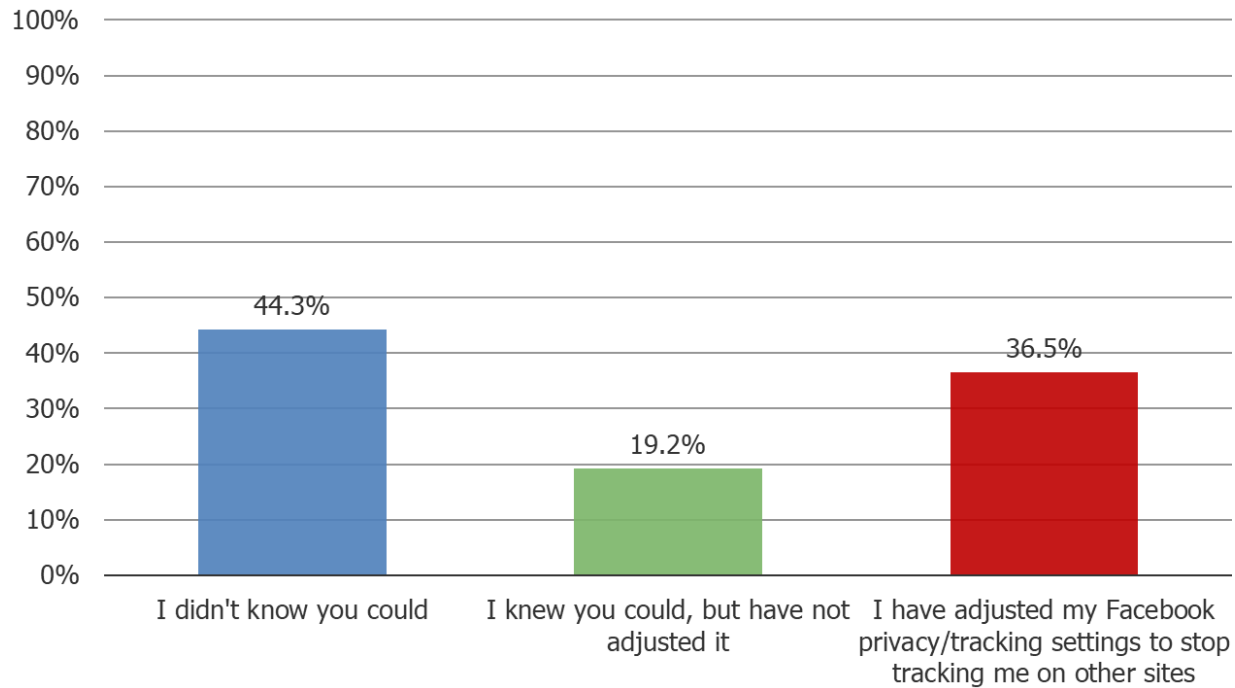
What is your opinion of social media platforms collecting personal data when you use them?

Posed to all respondents.



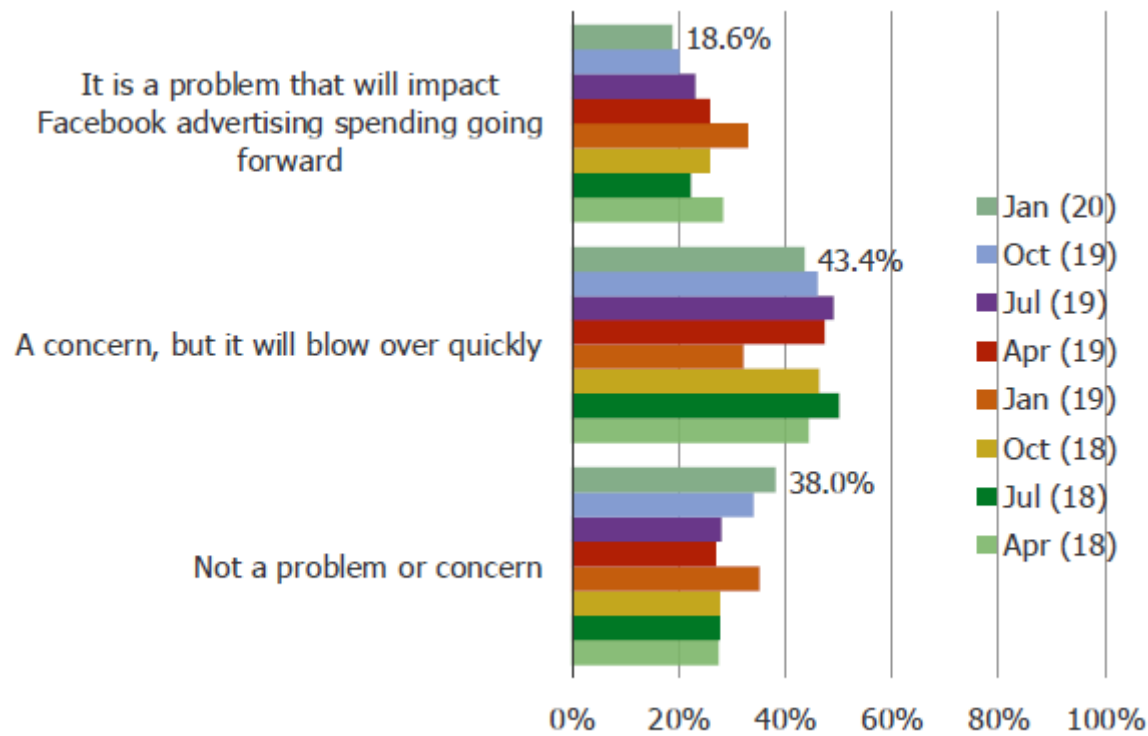
Have you adjusted your privacy settings on Facebook to prevent them from tracking your activity on other sites?

Posed to Facebook users.



In your opinion, do recent data privacy / security concerns around Facebook have impacts on how your clients are behaving?

Posed to 100+ advertising executives.

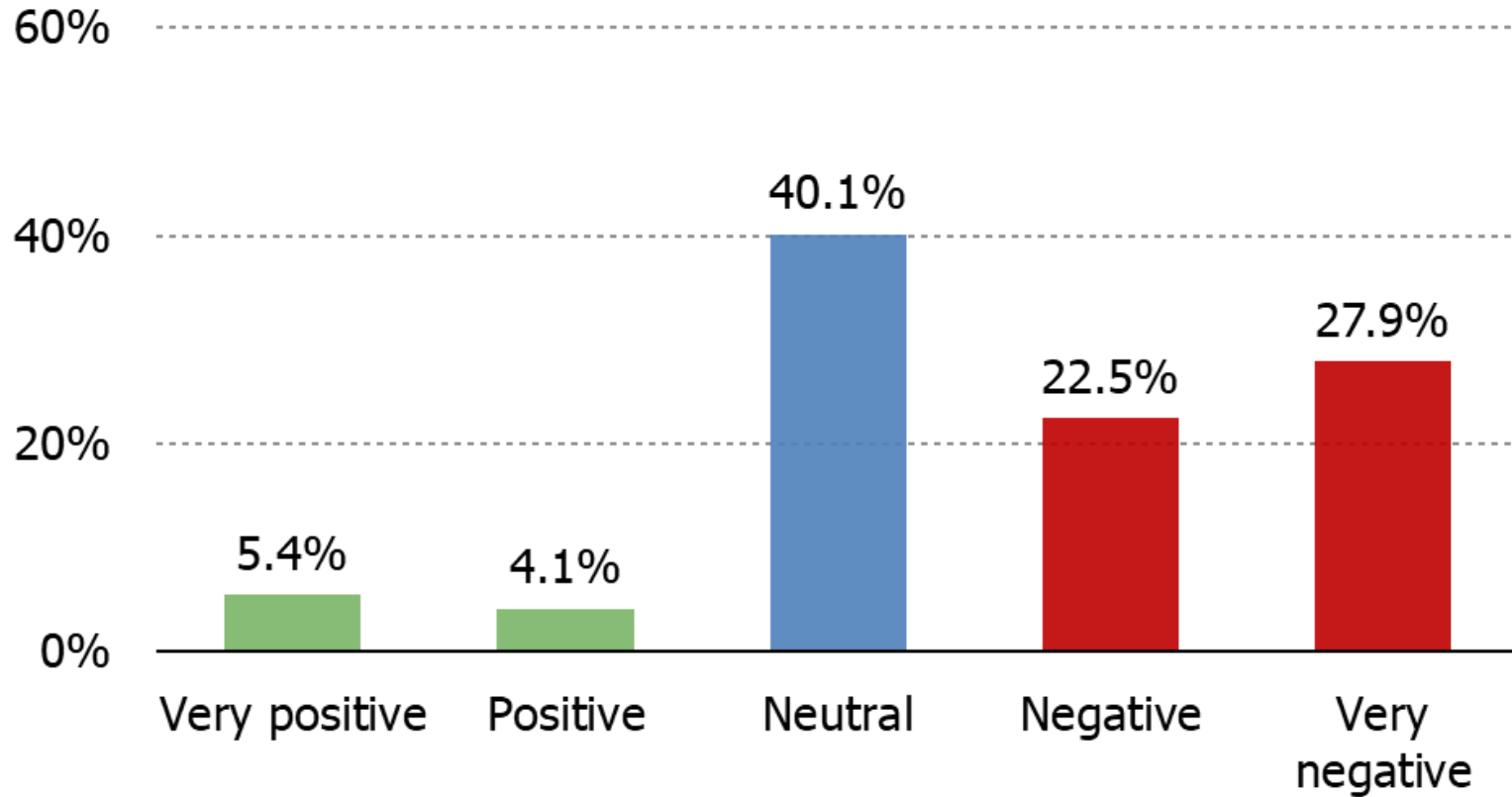


IV | TikTok and Potential Government Ban



If the government decides to ban the TikTok app in the US, would your reaction be...?

Posed to TikTok users.

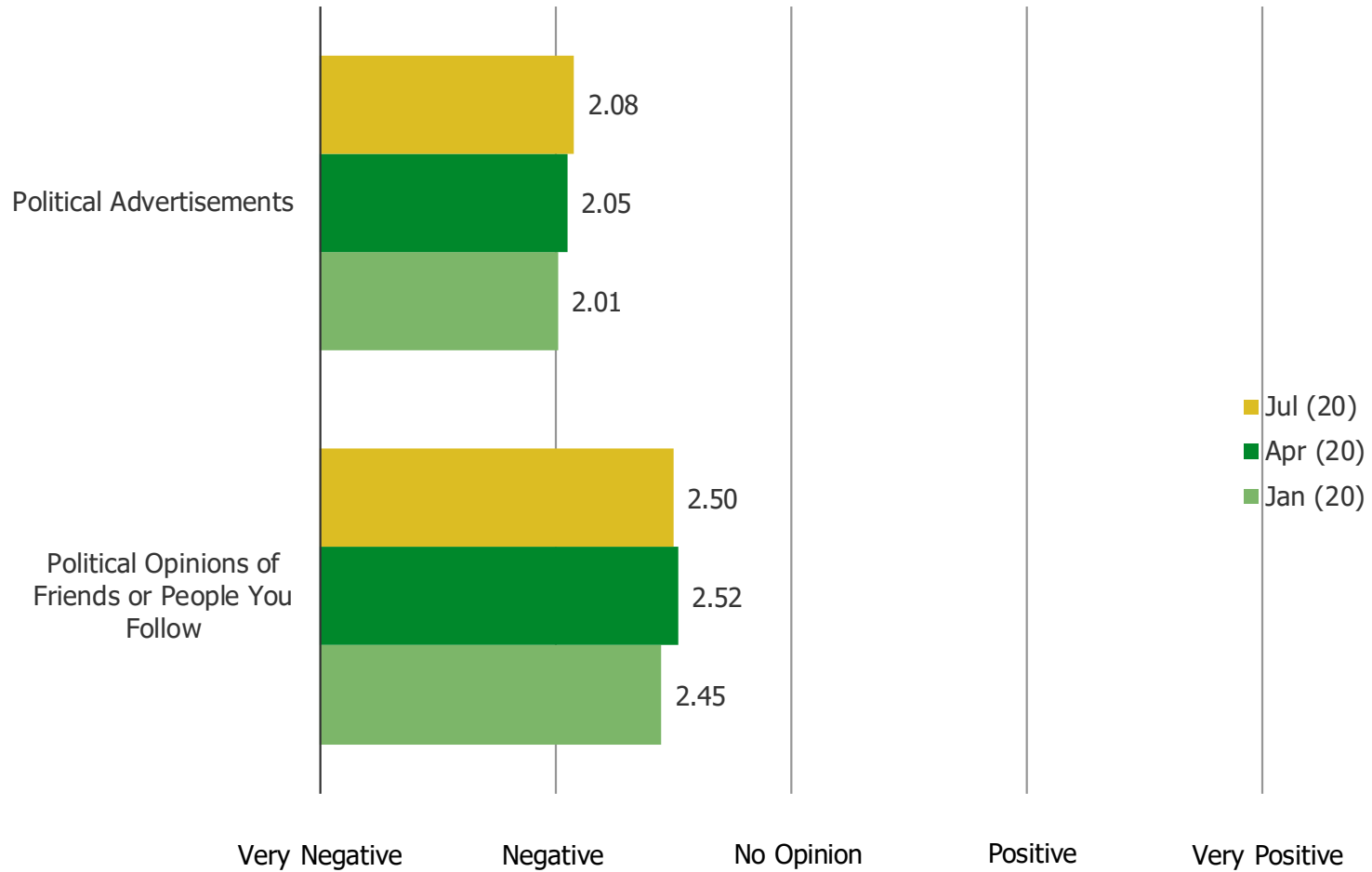


V | Sentiment Toward Political Content



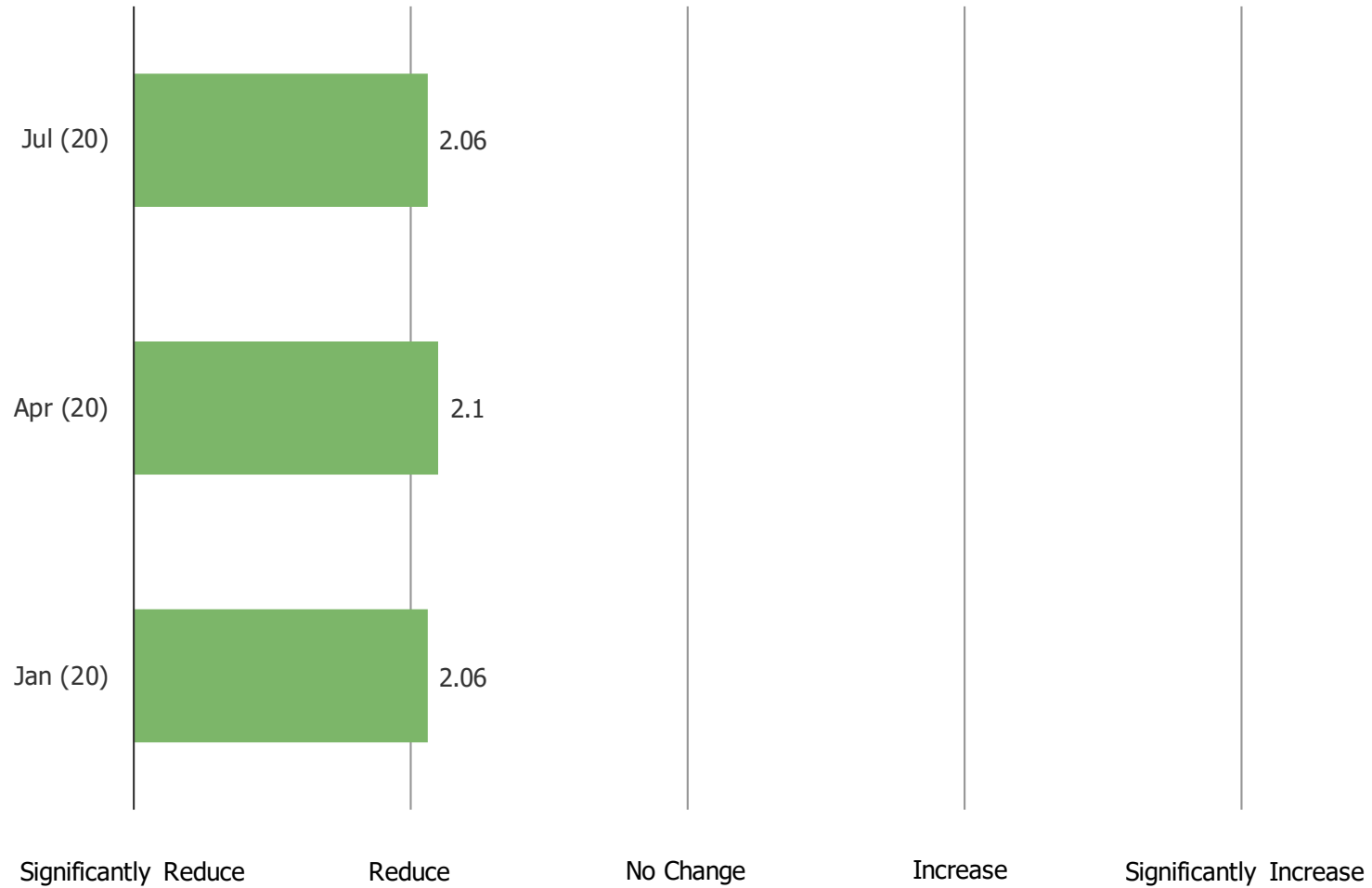
What is your opinion toward the following on social media platforms?

Posed to all respondents.



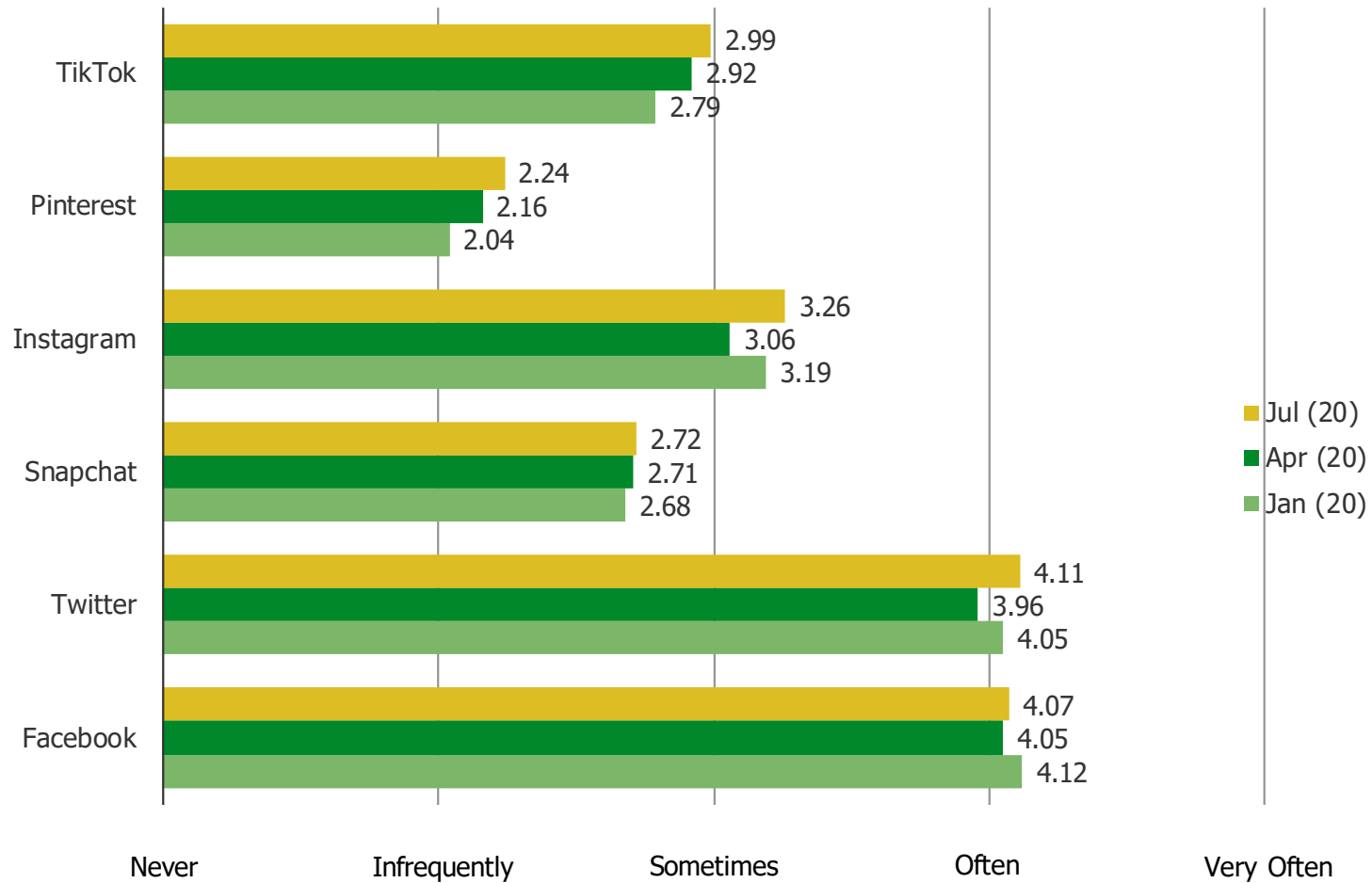
Would you change your usage of a site/app if you encounter an increasing amount of political content?

Posed to all respondents.



As the next presidential election approaches, how often do you think you will see political content on the following?

Posed to account holders of each platform.

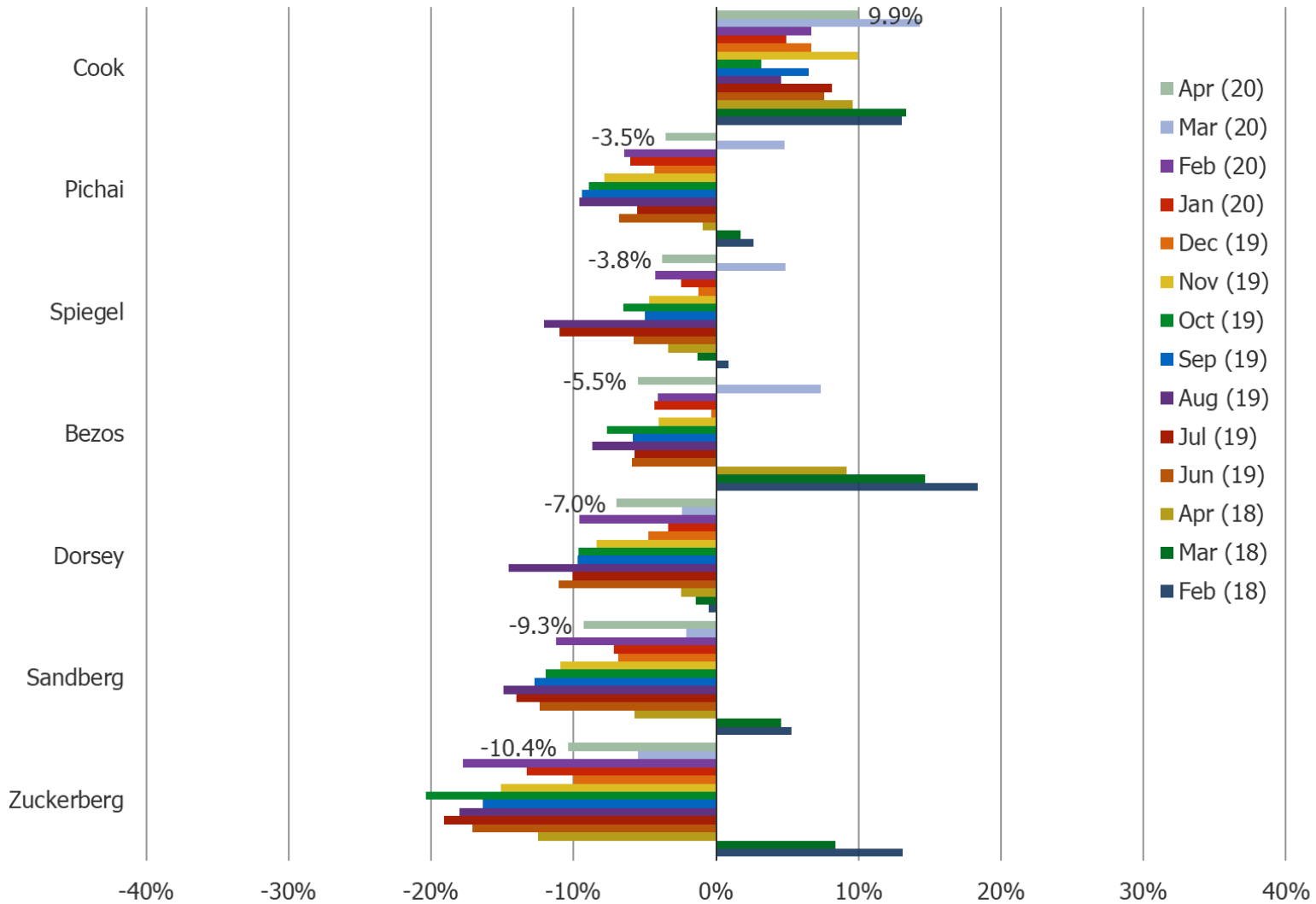


VI | Sentiment Toward Tech CEOs



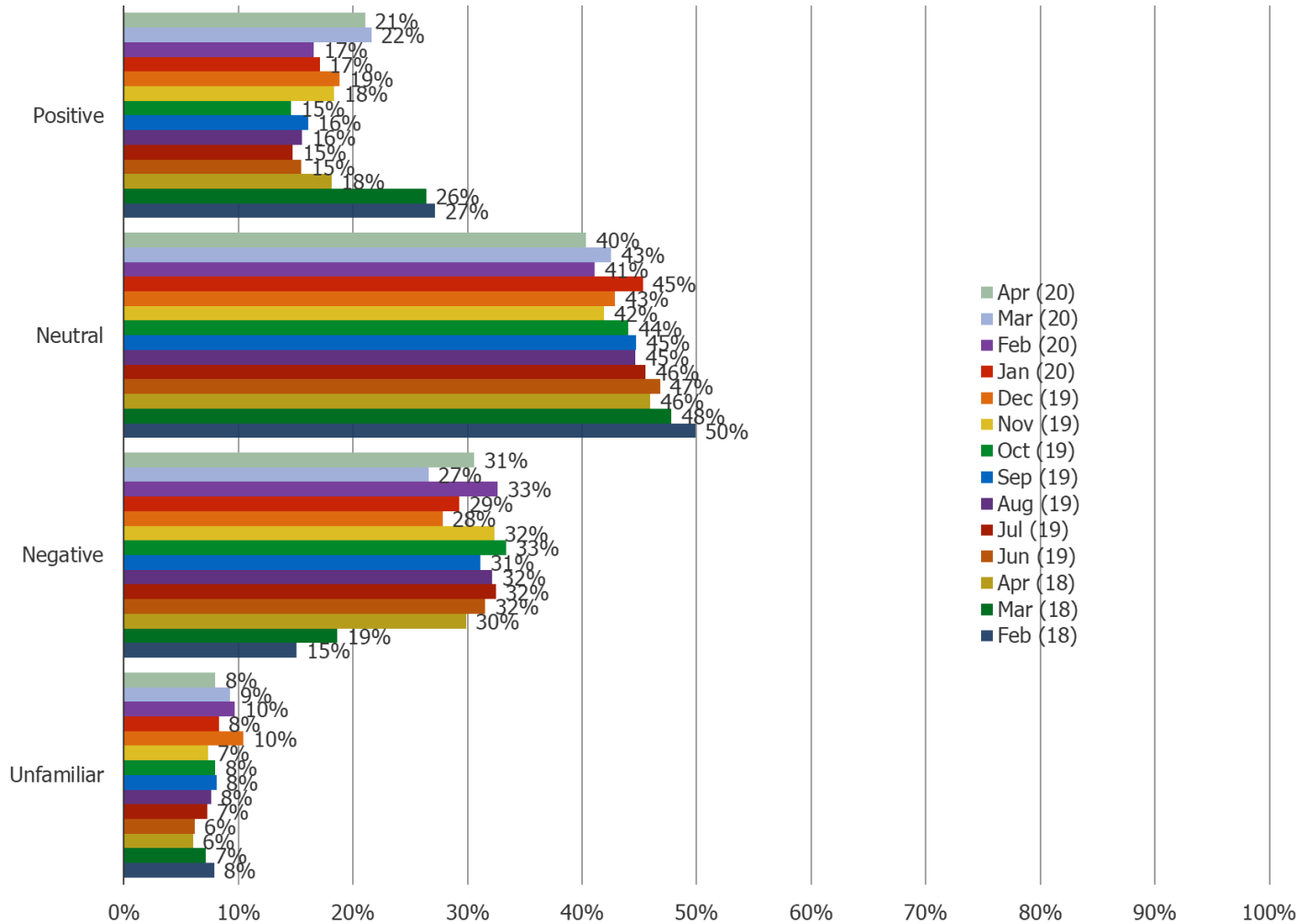
What is your opinion of...

Posed to all respondents: % Positive (minus) % Negative, Excluding Those Who Were Unfamiliar With Each



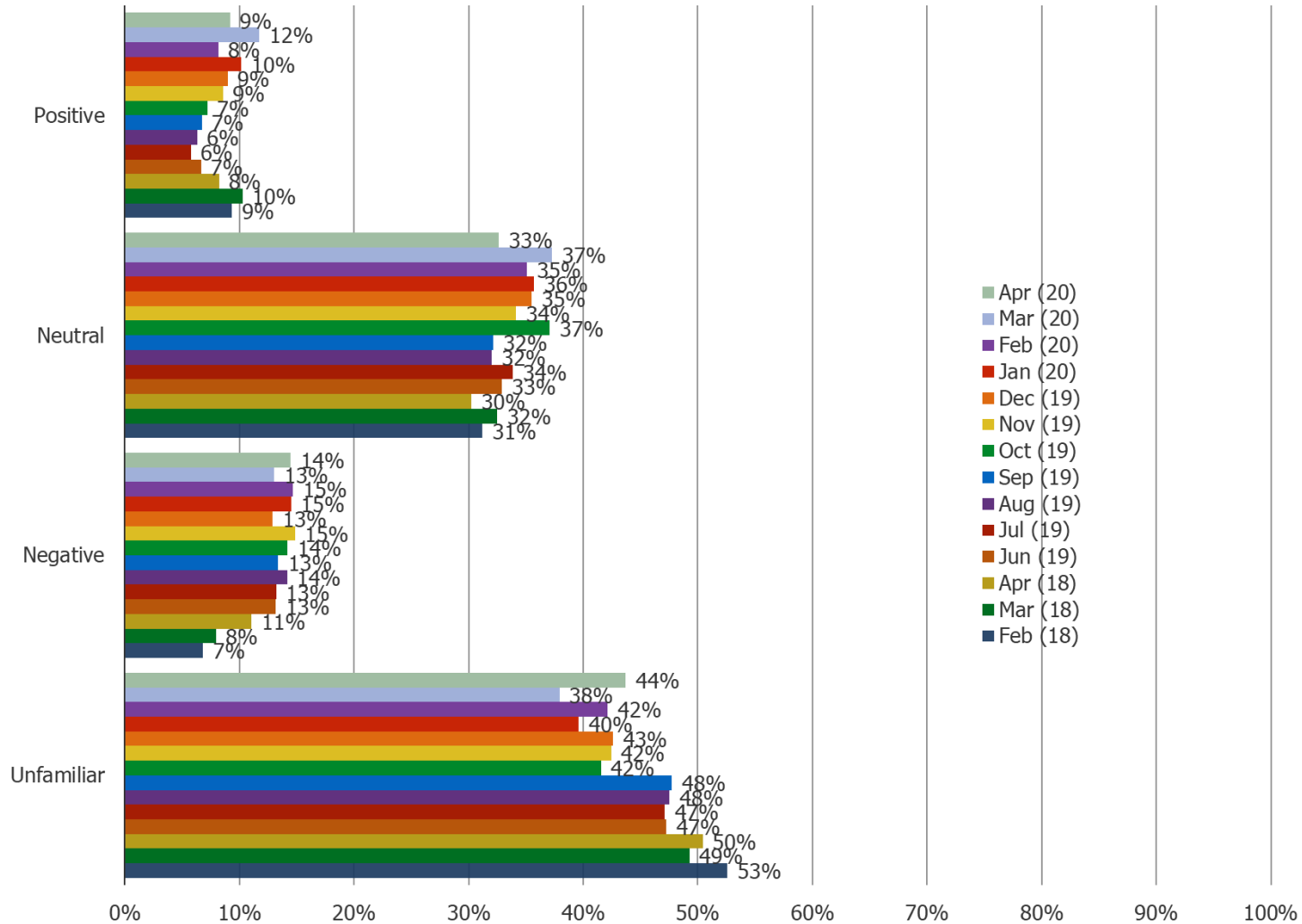
What is your opinion of... Mark Zuckerberg

Posed to all respondents.



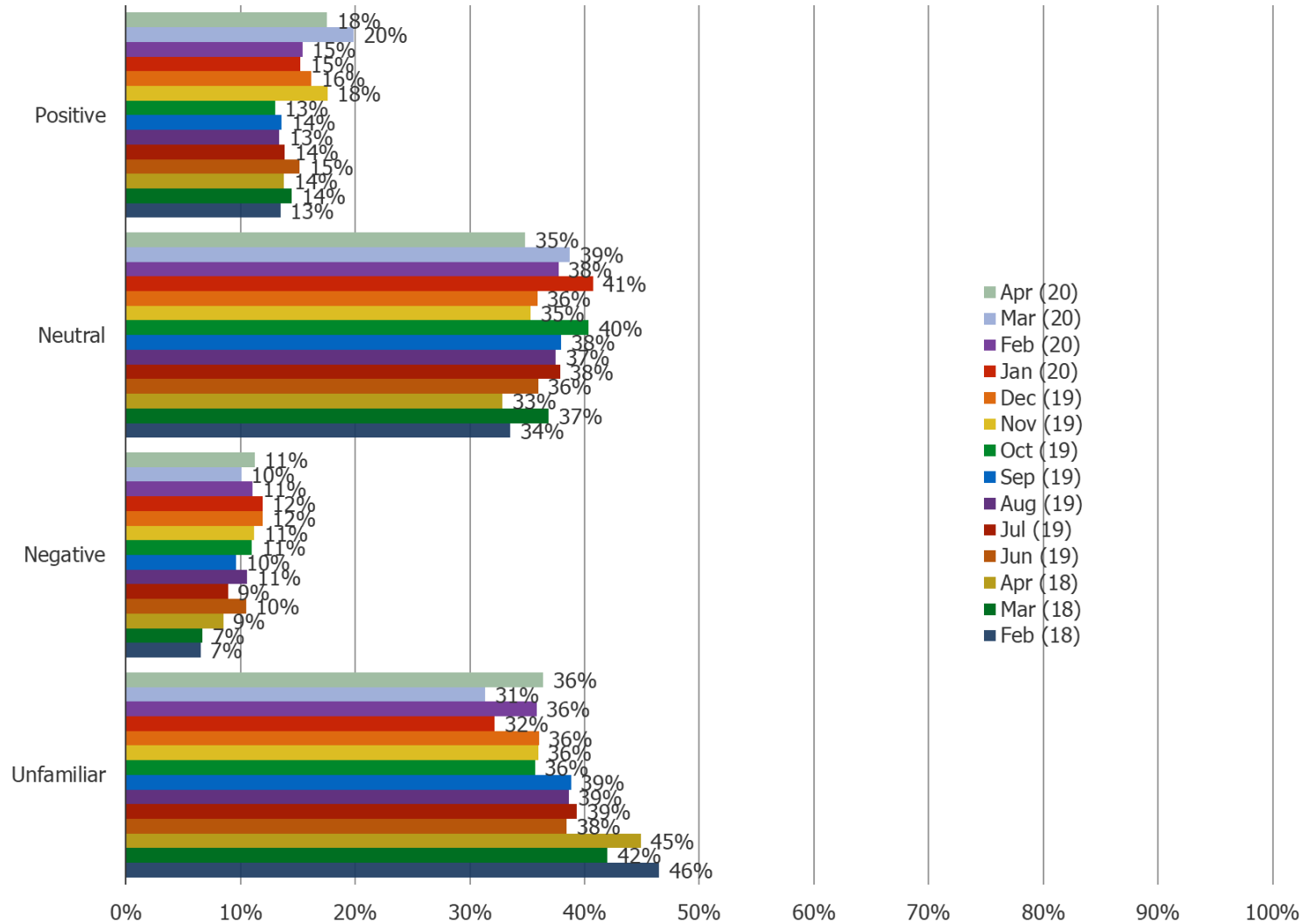
What is your opinion of... Sheryl Sandberg

Posed to all respondents.



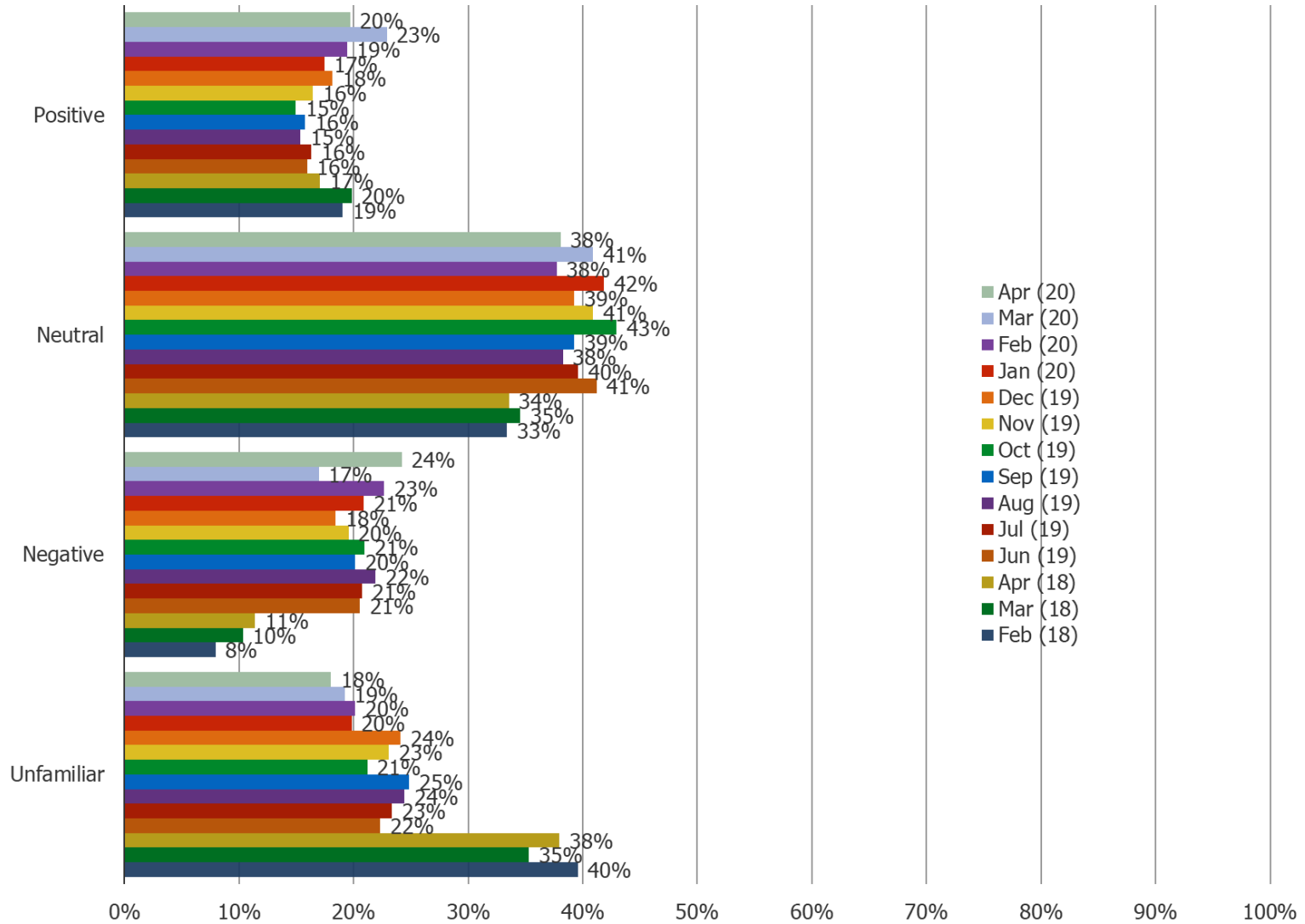
What is your opinion of... Tim Cook

Posed to all respondents.



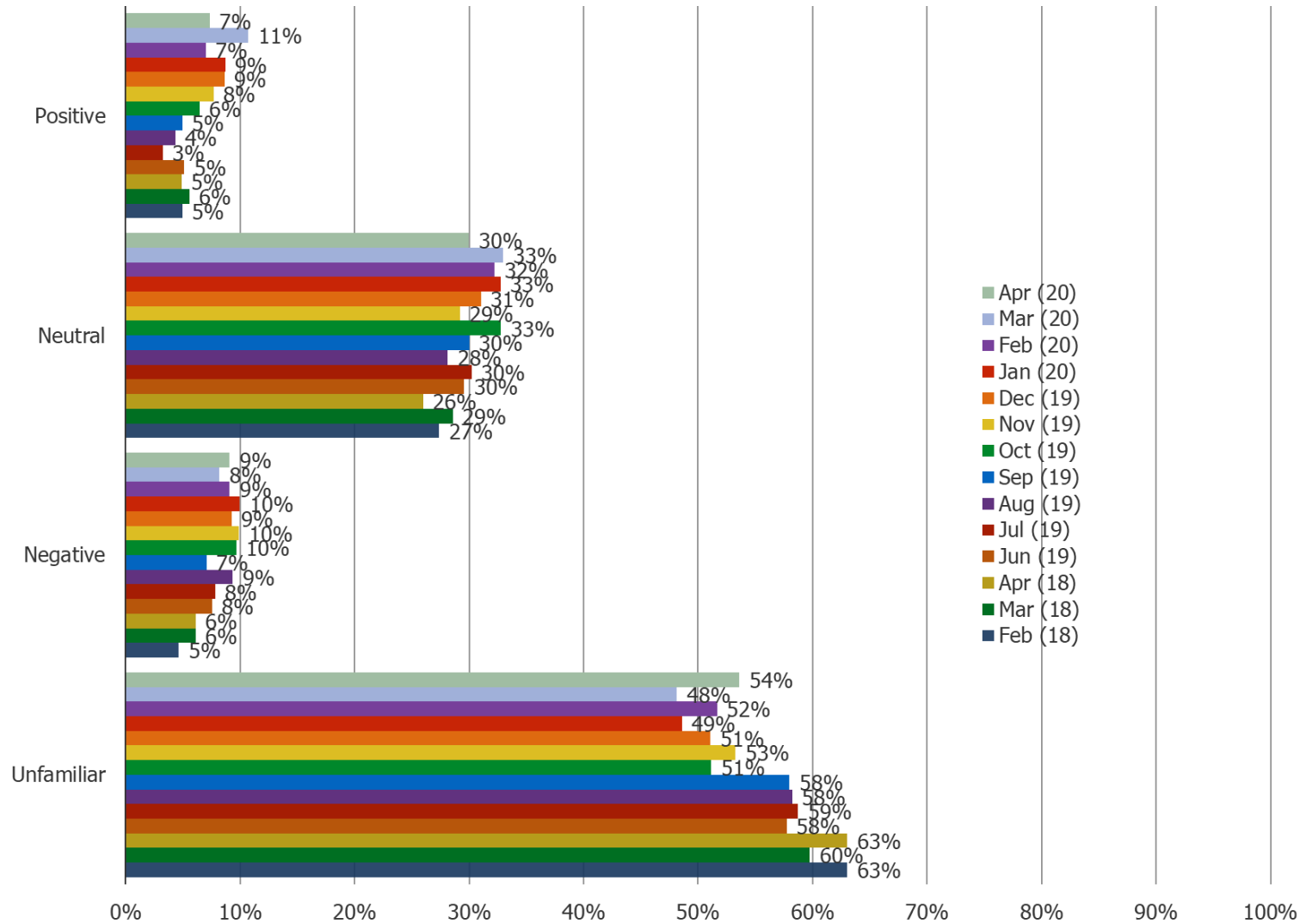
What is your opinion of... Jeff Bezos

Posed to all respondents.



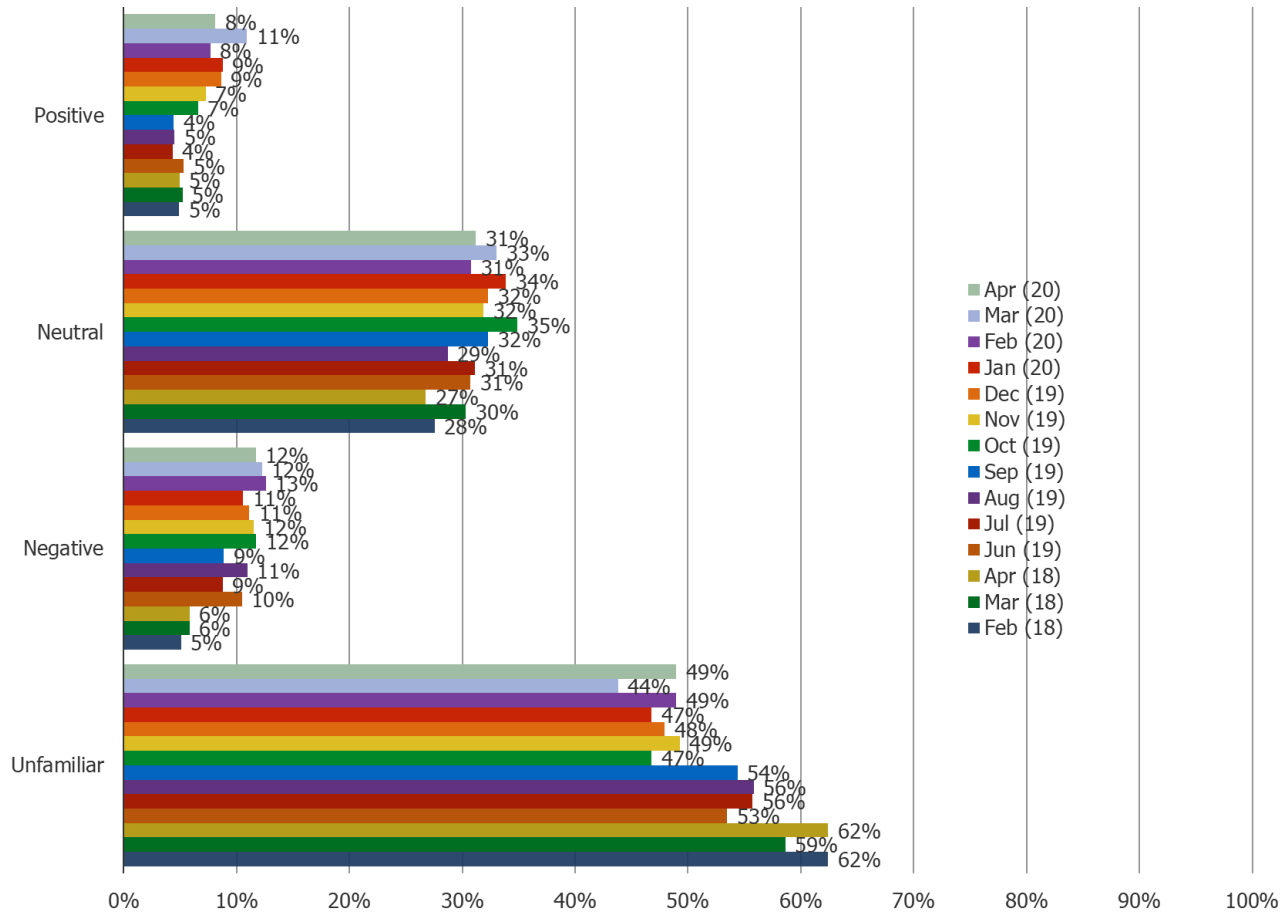
What is your opinion of... Evan Spiegel

Posed to all respondents.



What is your opinion of... Jack Dorsey

Posed to all respondents.



What is your opinion of... Sundar Pichai

Posed to all respondents.

