

Schoen Cooperman Research
Perceptions of Big Tech and JCPA Topline
April 2022

Screening Questions

1) What is your age?

Under 18 [TERMINATE]	--
18-29	13%
30-39	14%
40-49	14%
50-64	30%
65 or older	29%

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News Consumption Habits

Intro: Thank you for participating in this survey. You will now be asked about how you read, watch, and gather news.

2) Generally speaking, where do you gather most of your news from? SELECT ALL THAT APPLY

National TV news (i.e., ABC, NBC, CBS)	45%
Social media such as Facebook, Twitter, or Instagram	44%
Local TV News	42%
Cable TV News (i.e., CNN or Fox News)	39%
Search through Google or other search engines	31%
Websites or apps for national news organizations (i.e., The New York Times app)	22%
News aggregator websites or apps like Apple News	18%
Websites or apps for local newspapers	15%
Local radio	15%
Local print newspapers	12%
Public radio / broadcasting (i.e., NPR)	11%
Podcasts	8%
National print newspapers	7%
I don't read or watch the news	3%
Not sure	1%

3) How often would you say you get news from the following sources?

- Local news organizations (online, print, or TV)

TOTAL OFTEN	82%
TOTAL NOT OFTEN/NEVER	16%
Very often	56%
Somewhat often	26%
Not very often	12%
Never	4%
Not sure	2%

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- National news organizations (online, print, or TV)

TOTAL OFTEN	75%
TOTAL NOT OFTEN/NEVER	23%
Very often	39%
Somewhat often	36%
Not very often	20%
Never	3%
Not sure	2%

- General search through Google or other search engines

TOTAL OFTEN	71%
TOTAL NOT OFTEN/NEVER	27%
Very often	35%
Somewhat often	36%
Not very often	23%
Never	4%
Not sure	2%

- Social media such as Facebook, Twitter, or Instagram

TOTAL OFTEN	60%
TOTAL NOT OFTEN/NEVER	37%
Very often	32%
Somewhat often	28%
Not very often	18%
Never	19%
Not sure	3%

- News aggregator websites or apps like Apple News

TOTAL OFTEN	46%
TOTAL NOT OFTEN/NEVER	51%
Very often	18%
Somewhat often	28%
Not very often	26%
Never	25%
Not sure	3%

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4) How much, if at all, do you trust that the news you get from the following sources is accurate?

- Local news organizations (online, print, or TV)

TOTAL A LOT/SOMEWHAT	74%
TOTAL NOT MUCH/NOT AT ALL	22%
A lot	24%
Somewhat	50%
Not much	16%
Not at all	6%
Not sure	4%

- National news organizations (online, print, or TV)

TOTAL A LOT/SOMEWHAT	74%
TOTAL NOT MUCH/NOT AT ALL	24%
A lot	35%
Somewhat	39%
Not much	16%
Not at all	8%
Not sure	2%

- General search through Google or other search engines

TOTAL A LOT/SOMEWHAT	74%
TOTAL NOT MUCH/NOT AT ALL	24%
A lot	26%
Somewhat	48%
Not much	18%
Not at all	6%
Not sure	2%

- News aggregator websites or apps like Apple News

TOTAL A LOT/SOMEWHAT	51%
TOTAL NOT MUCH/NOT AT ALL	44%
A lot	21%
Somewhat	30%
Not much	23%
Not at all	21%
Not sure	5%

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- Social media such as Facebook, Twitter, or Instagram

TOTAL A LOT/SOMEWHAT	44%
TOTAL NOT MUCH/NOT AT ALL	53%
A lot	19%
Somewhat	25%
Not much	30%
Not at all	23%
Not sure	3%

5) How concerned are you, if at all, about whether each of the following sources will be able to stay in business and provide news coverage in the future?

- Local news organizations (online, print, or TV)

TOTAL CONCERNED	52%
TOTAL NOT CONCERNED	45%
Very concerned	22%
Somewhat concerned	30%
Not very concerned	29%
Not at all concerned	16%
Not sure	3%

- National news organizations (online, print, or TV)

TOTAL CONCERNED	46%
TOTAL NOT CONCERNED	51%
Very concerned	17%
Somewhat concerned	29%
Not very concerned	31%
Not at all concerned	20%
Not sure	3%

- Search engines like Google

TOTAL CONCERNED	37%
TOTAL NOT CONCERNED	58%
Very concerned	15%
Somewhat concerned	22%
Not very concerned	32%

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Not at all concerned	26%
Not sure	5%

- News aggregator websites or apps like Apple News

TOTAL CONCERNED	34%
TOTAL NOT CONCERNED	58%

Very concerned	10%
Somewhat concerned	24%
Not very concerned	39%
Not at all concerned	19%
Not sure	8%

- Social media such as Facebook, Twitter, or Instagram

TOTAL CONCERNED	32%
TOTAL NOT CONCERNED	65%

Very concerned	14%
Somewhat concerned	18%
Not very concerned	25%
Not at all concerned	40%
Not sure	3%

6) How important is the survival of local journalism?

TOTAL IMPORTANT	83%
TOTAL NOT IMPORTANT	11%

Very important	51%
Somewhat important	32%
Not very important	8%
Not at all important	3%
Not sure	6%

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General Perceptions of Big Tech
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Intro: You will now be asked about your thoughts on Big Tech. “Big Tech” refers to the most dominant and largest technology companies in their respective sector – including companies like Apple, Alphabet (Google), and Meta (Facebook).

7) Generally speaking, do you have a favorable or unfavorable view of Big Tech companies like Apple, Alphabet (Google), and Meta (Facebook)?

TOTAL FAVORABLE	60%
TOTAL NOT FAVORABLE	31%
Very favorable	18%
Somewhat favorable	42%
Somewhat unfavorable	20%
Very unfavorable	11%
Not sure	9%

8) Generally speaking, do you think that the impact of Big Tech companies on society is positive, negative, or neutral?

TOTAL POSITIVE	50%
TOTAL NEGATIVE	34%
Very positive	13%
Somewhat positive	37%
Somewhat negative	22%
Very negative	12%
Neutral	12%
Not sure	4%

9) How much, if at all, do you trust Big Tech companies like Meta (Facebook) to protect your privacy and use your personal information and data responsibly?

TOTAL A LOT/SOMEWHAT	46%
TOTAL NOT MUCH/NOT AT ALL	50%
A lot	15%
Somewhat	31%
Not much	30%
Not at all	20%
Not sure	4%

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10) Which of the following best describes your top three concerns with Big Tech companies? [SELECT UP TO THREE]

Too much political influence	46%
Privacy concerns / these sites have too much of my personal information	35%
Too much economic power	34%
Allowing hate speech and disinformation	27%
Hindering free speech	23%
These companies manipulate the market for their own gain	21%
The targeted ads I receive are invasive / I feel like I get targeted ads for something I just talked about	20%
Harmful to teens and children	19%
These companies are dishonest	10%
Other [SPECIFY]	1%
Not sure	8%

11) How concerned are you, if at all, about the economic and political power of Big Tech companies in the United States?

TOTAL CONCERNED	74%
TOTAL NOT CONCERNED	21%
Very concerned	31%
Somewhat concerned	43%
Not very concerned	17%
Not at all concerned	4%
Not sure	5%

12) Some have proposed increasing government regulations on Big Tech companies in order to curb the economic and political power of these companies. Would you support or oppose increasing government regulations on Big Tech companies for this purpose?

TOTAL SUPPORT	63%
TOTAL OPPOSE	22%
Strongly support	25%
Somewhat support	38%
Somewhat oppose	16%
Strongly oppose	6%
Not sure	15%

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Big Tech's Influence Over News & Publishing

13) How familiar are you with news aggregator sites such as Facebook News and Google News?

TOTAL FAMILIAR	59%
TOTAL NOT FAMILIAR	37%
Very familiar	24%
Somewhat familiar	35%
Not very familiar	24%
Not at all familiar / I've never heard of these sites	13%
Not sure	4%

14) [IF FAMILIAR] How often do you get your news from sites such as Facebook News and Google News?

TOTAL VERY/SOMEWHAT OFTEN	62%
TOTAL NOT OFTEN/NEVER	36%
Very often	25%
Somewhat often	37%
Not very often	25%
Never	11%
Not sure	2%

15) **Intro:** As you may know, many major companies own news aggregator sites – such as Facebook News, which is owned by Meta, and Google News, which is owned by Alphabet. News aggregator sites present readers with a continuous flow of news articles from thousands of publishers, both big and small. Readers can either subscribe these sites, or are re-directed to these sites when using a search engine, like Google, or a social media platform, like Facebook, to find news.

When you read a news story online via Facebook News or Google News, who do you think earns the most money?

The search engine or social media platform where I found the story (i.e., Google or Facebook)	64%
The author or publication responsible for the story	10%
Not sure	26%

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16) Okay, and who do you think should make the most money when you read a news story via Facebook News or Google News?

The search engine or social media platform where I found the story (i.e., Google or Facebook)	25%
The author or publication responsible for the story	58%
Not sure	17%

17) **Intro:** As you may know, sites like Facebook News and Google News drive a great deal of traffic and are highly profitable for the companies that own them. However, these sites aren't required to pay publishers for using their content, and publishers – especially small and local publishers – have no real way of negotiating usage terms with these major companies.

Given this information, how concerned are you that Big Tech has too much power over the news and publishing industries?

TOTAL CONCERNED	79%
TOTAL NOT CONCERNED	12%
Very concerned	39%
Somewhat concerned	40%
Not very concerned	10%
Not at all concerned	2%
Not sure	9%

18) Given this information, how concerned are you that Big Tech companies are manipulating the news and publishing industries for their own gain?

TOTAL CONCERNED	78%
TOTAL NOT CONCERNED	16%
Very concerned	41%
Somewhat concerned	37%
Not very concerned	12%
Not at all concerned	4%
Not sure	6%

19) Given this information, how concerned are you that Big Tech companies are driving small and local news outlets out of business?

TOTAL CONCERNED	76%
TOTAL NOT CONCERNED	18%

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Very concerned	42%
Somewhat concerned	34%
Not very concerned	13%
Not at all concerned	5%
Not sure	6%

20) Please indicate whether you agree or disagree with the following statements.

- Big Tech companies should not be allowed to profit off of content on their platforms unless they are fairly compensating creators when doing so.

TOTAL AGREE	79%
TOTAL DISAGREE	13%

Strongly agree	51%
Somewhat agree	28%
Somewhat disagree	11%
Strongly disagree	2%
Not sure	8%

- Big Tech companies are manipulating the news and publishing market for their own gain, and something needs to be done to stop this.

TOTAL AGREE	79%
TOTAL DISAGREE	12%

Strongly agree	38%
Somewhat agree	41%
Somewhat disagree	8%
Strongly disagree	4%
Not sure	9%

- Big Tech companies should be required to offer the same compensation terms to local publishers as they do national news organizations.

TOTAL AGREE	86%
TOTAL DISAGREE	6%

Strongly agree	52%
Somewhat agree	34%
Somewhat disagree	4%
Strongly disagree	2%
Not sure	8%

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- I support Congress taking steps to give small and local publishers more power in negotiations with Big Tech companies.

TOTAL AGREE	81%
TOTAL DISAGREE	10%
Strongly agree	41%
Somewhat agree	40%
Somewhat disagree	6%
Strongly disagree	4%
Not sure	9%

- Big Tech’s monopoly over the news and publishing industries is a threat to the free press and unfair to publishers, especially to small and local outlets.

TOTAL AGREE	76%
TOTAL DISAGREE	14%
Strongly agree	44%
Somewhat agree	32%
Somewhat disagree	11%
Strongly disagree	3%
Not sure	10%

- Congress needs to rein in Big Tech by passing reforms that would make the publishing industry fairer for smaller media entities and local operators.

TOTAL AGREE	77%
TOTAL DISAGREE	15%
Strongly agree	38%
Somewhat agree	39%
Somewhat disagree	11%
Strongly disagree	4%
Not sure	8%

- **[PRO-BIG TECH]** Big Tech companies like Google and Facebook have revolutionized the news industry for the better, making news widely accessible. Increasing regulations would only make it harder for these companies to continue innovating and improving the consumer experience.

TOTAL AGREE	49%
TOTAL DISAGREE	39%
Strongly agree	15%

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Somewhat agree	34%
Somewhat disagree	21%
Strongly disagree	18%
Not sure	12%

21) Do you think the government should increase its regulation of Big Tech companies such as Meta (Facebook) and Alphabet (Google) in order to curb the economic power of these companies over the news and publishing industries, or should it keep regulations as they are?

Increase regulations	57%
Keep regulations as they are now	23%
Not sure	20%

22) Would you be more or less likely to support a candidate for Congress who favored increasing regulations on Big Tech in order to curb the economic power of these companies over the news and publishing industries?

More likely to support this candidate	47%
Less likely to support this candidate	16%
No impact	21%
Not sure	16%

23) Would you support or oppose Congress passing a law that would allow news publishers to band together to collectively negotiate fairer terms for use of content their by Big Tech, such as Meta (Facebook) and Alphabet (Google)?

TOTAL SUPPORT	71%
TOTAL OPPOSE	14%

Strongly support	36%
Somewhat support	35%
Somewhat oppose	10%
Strongly oppose	4%
Not sure	15%

24) Would you be more or less likely to support a candidate for Congress who supported a law that would allow news publishers to band together to collectively negotiate fairer terms for their use of content by Big Tech, such as Meta (Facebook) and Alphabet (Google)?

More likely to support this candidate	49%
Less likely to support this candidate	13%
No impact	21%
Not sure	17%

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Initial Familiarity & Perceptions of the JCPA

Intro: Thank you for your answers so far. Next, you will be asked about your thoughts on a bill that the U.S. Congress is currently considering.

25) How familiar are you with the Journalism, Competition, and Preservation Act (JCPA)?

TOTAL FAMILIAR	20%
TOTAL NOT FAMILIAR/NEVER HEARD	75%
Very familiar	6%
Somewhat familiar	14%
Not very familiar	24%
Not at all familiar / I've never heard of this	51%
Not sure	5%

26) The Journalism, Competition, and Preservation Act (JCPA) is a bipartisan proposal that would allow news publishers to band together to negotiate – under the authority of a federal intermediary – fair terms, including better pay, for use of their content by Big Tech companies.

Do you support or oppose Congress passing the JCPA?

TOTAL SUPPORT	70%
TOTAL OPPOSE	12%
Strongly support	33%
Somewhat support	37%
Somewhat oppose	8%
Strongly oppose	4%
Not sure	18%

27) How important do you believe it is for Congress to pass the JCPA?

TOTAL IMPORTANT	64%
TOTAL NOT IMPORTANT	17%
Very important	29%
Somewhat important	35%
Not very important	13%
Not at all important	4%
Not sure	19%

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28) Would you be more or less likely to support a candidate for Congress who supported the JCPA?

More likely to support this candidate	45%
Less likely to support this candidate	11%
No impact	25%
Not sure	19%

29) Some say that Congress should pass the JCPA because it gives small and local news media more tools to fight back against Big Tech companies by ensuring that they have a chance to work together and get fairly paid for their work.

Others say that Congress should just keep the law as is, which would require each individual news outlet to try to strike deals with Big Tech on their own, because Big Tech should be free to negotiate with whomever it likes.

Which of the following statements comes closest to your view?

Congress should pass the JCPA	60%
Congress should keep the law as is	17%
Not sure	23%

30) Please indicate whether you agree or disagree with the following statement.

- Elected officials who oppose the JCPA are allowing Big Tech companies to continue manipulating the news and publishing industries for their own gain, leaving small and local publishers powerless.

TOTAL AGREE	69%
TOTAL DISAGREE	16%
Strongly agree	34%
Somewhat agree	35%
Somewhat disagree	12%
Strongly disagree	4%
Not sure	15%

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- **[PRO-BIG TECH ARG]** Laws and regulations like the JCPA are unnecessary. Sites like Facebook News and Google News have given many smaller and local publishers national exposure that they otherwise wouldn't have had, and Big Tech companies should be free to negotiate with whomever they choose.

TOTAL AGREE	40%
TOTAL DISAGREE	38%
Strongly agree	16%
Somewhat agree	24%
Somewhat disagree	24%
Strongly disagree	14%
Not sure	22%

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Positive Messaging on the JCPA

Intro: As you read earlier, the JCPA is a bipartisan proposal that would allow news publishers to band together to negotiate – under the authority of a federal intermediary – fair terms, including better pay, for use of their content by Big Tech companies.

Below, you will see some arguments that have been made in favor of the JCPA. For each, please indicate whether you find this to be a very convincing, somewhat convincing, not very convincing, or not at all convincing reason for why the JCPA should become law.

31) **[FAIRNESS]** We need to pass the JCPA in order to ensure that publishers – especially small and local publishers – are treated fairly and compensated justly. These publishers work hard to report news and write content, yet, Big Tech companies are the ones who profit most from their work. This is fundamentally unfair, and the JCPA will bring about much-needed change.

TOTAL CONVINCING	77%
TOTAL NOT CONVINCING	12%
Very convincing reason for why the JCPA should become law	42%
Somewhat convincing	35%
Not very convincing	10%
Not at all convincing	2%
Not sure	11%

32) **[LOCAL JOURNALISM]** Local journalism – which is necessary to maintaining an informed and active citizenry – is on life support. By not negotiating with local publishers on usage terms and not paying them fairly for their work, Big Tech has driven many of these local outlets out of business. If Congress doesn't pass the JCPA, local journalism may cease to exist.

TOTAL CONVINCING	74%
TOTAL NOT CONVINCING	15%
Very convincing reason for why the JCPA should become law	38%
Somewhat convincing	36%
Not very convincing	11%
Not at all convincing	4%
Not sure	11%

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33) **[CURBING BIG TECH'S POWER]** Big Tech companies have too much economic and political power in society, especially over the news industry. No single company should have this much control over an entire industry, especially over the industry that is responsible for keeping Americans informed. Passing the JCPA is a necessary step Congress must take to curb Big Tech's undue influence.

TOTAL CONVINCING	72%
TOTAL NOT CONVINCING	16%
Very convincing reason for why the JCPA should become law	39%
Somewhat convincing	33%
Not very convincing	11%
Not at all convincing	5%
Not sure	12%

34) **[DEMOCRACY]** In order for American democracy to function properly, the government has a duty to make sure that every industry of our economy is operating fairly, and that major economic players are conducting business responsibly. Big Tech companies have used their power to manipulate the industry for their own financial gain, and the government has failed to step in. Elected officials now have a responsibility to pass the JCPA in order to rein in Big Tech and restore fairness to one of the most important industries.

TOTAL CONVINCING	74%
TOTAL NOT CONVINCING	14%
Very convincing reason for why the JCPA should become law	38%
Somewhat convincing	36%
Not very convincing	10%
Not at all convincing	4%
Not sure	12%

35) **[BIPARTISAN SUPPORT]** In today's partisan political climate, it is rare for Democrats and Republicans to agree on anything – but the JCPA is one important exception. The JCPA has bipartisan support, and elected officials from both parties agree that passing the JCPA will bring about much-needed change by making the news and publishing industries fairer for smaller media entities and local operators.

TOTAL CONVINCING	70%
TOTAL NOT CONVINCING	17%
Very convincing reason for why the JCPA should become law	35%
Somewhat convincing	35%
Not very convincing	12%
Not at all convincing	5%
Not sure	13%

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36) **[GLOBAL TREND]** Other countries have started holding Big Tech accountable by ensuring that companies like Facebook and Google pay media outlets for their content, and the United States now needs to do the same. Last year, Australia passed legislation like the JCPA, and the Canadian government is currently working on a similar proposal. By passing the JCPA, the U.S. can claim our position as a global leader on an important issue.

TOTAL CONVINCING	69%
TOTAL NOT CONVINCING	17%
Very convincing reason for why the JCPA should become law	36%
Somewhat convincing	33%
Not very convincing	11%
Not at all convincing	6%
Not sure	14%

37) **[HIGH-VALUE JOURNALISM]** Big Tech companies haven't just used their power in the news industry to squeeze out small and local publishers – they've changed the media landscape for the worse. To further their own goals of driving clicks, Big Tech companies have diminished high-quality journalism while promoting more inflammatory content, which often involves untrustworthy sources and misinformation. Passing the JCPA is an important first step to ensuring that good, truthful, and high-quality journalism is restored.

TOTAL CONVINCING	70%
TOTAL NOT CONVINCING	16%
Very convincing reason for why the JCPA should become law	43%
Somewhat convincing	27%
Not very convincing	13%
Not at all convincing	3%
Not sure	14%

38) **[COUNTERING LEFT CRITICISM]** Some critics claim that the JCPA would allow large national news outlets to make special deals with Big Tech companies, thus worsening the problem. However, this is not accurate. The JCPA does not allow large outlets to negotiate alone or to broker side agreements under the threat of severe penalties. Additionally, a neutral intermediary from the federal government will be in all negotiations in order to prevent this behavior.

TOTAL CONVINCING	64%
TOTAL NOT CONVINCING	20%
Very convincing reason for why the JCPA should become law	26%

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Somewhat convincing	38%
Not very convincing	14%
Not at all convincing	6%
Not sure	16%

39) **[COUNTERING RIGHT CRITICISM]** Some critics claim that the JCPA would actually give Big Tech more power to discriminate against smaller publications –particularly those whose political views they don’t agree with – in order to demonetize these outlets. However, this is not accurate. The JCPA is written to prevent Big Tech companies from engaging in this behavior, and an arbiter from the federal government will be an intermediary in all negotiations in order to prevent this from happening.

TOTAL CONVINCING	63%
TOTAL NOT CONVINCING	22%

Very convincing reason for why the JCPA should become law	31%
Somewhat convincing	32%
Not very convincing	18%
Not at all convincing	4%
Not sure	15%

POST-MESSAGING METRICS

40) Given what you’ve just read, do you support or oppose Congress passing the JCPA?

TOTAL SUPPORT	70%
TOTAL OPPOSE	12%

Strongly support	38%
Somewhat support	32%
Somewhat oppose	7%
Strongly oppose	5%
Not sure	18%

41) Given what you’ve just read, how important do you believe it is for Congress to pass the JCPA?

TOTAL IMPORTANT	70%
TOTAL NOT IMPORTANT	15%

Very important	37%
Somewhat important	33%
Not very important	11%
Not at all important	4%
Not sure	15%

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42) Given what you've just read, would you be more or less likely to support a candidate for Congress who supported the JCPA?

More likely to support this candidate	52%
Less likely to support this candidate	13%
No impact	22%
Not sure	13%

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Demographics

43) What is your gender?

Man	48%
Woman	51%
Other	1%

44) What is your racial or ethnic background?

White or Caucasian	67%
Black or African-American	12%
Hispanic or Latino	13%
Asian	7%
Other	1%

45) {Party}: Do you consider yourself a Democrat, a Republican, or an Independent?

Democrat	35%
Republican	30%
Independent	26%
Some other political party	3%
Not sure	6%

46) What is the highest level of education you have completed?

Some high school or less	4%
High school graduate	19%
Some college	32%
College graduate	23%
Some graduate school	4%
Graduate degree	16%
Technical school	2%

47) What state do you live in? [REGION CODE]

Northeast	18%
South	35%
Midwest	26%
West	21%

48) Which of the following ranges best describes your or your family's annual income?

Less than \$20,000 annually	17%
\$20,000 to \$40,000	25%

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\$40,000 to \$60,000	17%
\$60,000 to \$75,000	12%
\$75,000 to \$100,000	13%
\$100,000 to \$150,000	9%
More than \$150,000	5%
Not sure	2%