## 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]

<table>
<thead>
<tr>
<th>ASK FORM 1 [N=2,303]</th>
<th>Too much power and influence</th>
<th>Not enough power and influence</th>
<th>About the right amount</th>
<th>No Answer</th>
</tr>
</thead>
</table>
| 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 | * |

**ASK FORM 2 [N=2,291]**

<table>
<thead>
<tr>
<th>ASK FORM 2 [N=2,291]</th>
<th>Too much power and influence</th>
<th>Not enough power and influence</th>
<th>About the right amount</th>
<th>No Answer</th>
</tr>
</thead>
</table>
| 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]*

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

**ASK ALL:**

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

<table>
<thead>
<tr>
<th>Year</th>
<th>More ethical</th>
<th>Less ethical</th>
<th>About as ethical as other companies</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>8</td>
<td>22</td>
<td>69</td>
<td>1</td>
</tr>
</tbody>
</table>

**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]*

<table>
<thead>
<tr>
<th>Year</th>
<th>More than they are now</th>
<th>Less than they are now</th>
<th>About the same as they are now</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>51</td>
<td>9</td>
<td>38</td>
<td>1</td>
</tr>
</tbody>
</table>
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