




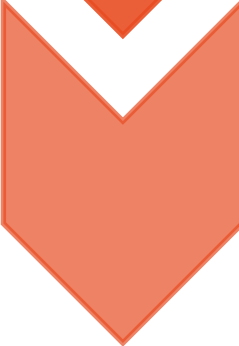
Voter Support for Antitrust Enforcement and Litigation

Analysis of Battleground Survey Findings

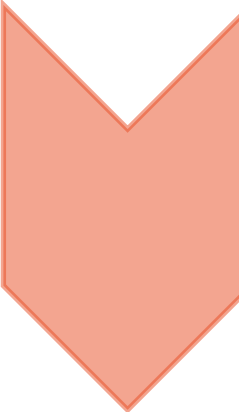
Methodology



• Lake Research Partners designed and administered this phone survey, which reached 600 likely 2024 voters, in AZ, GA, PA, MI, NC, NV, OH, and WI. The survey was conducted October 10th – 14th, 2024. The margin of error for the base sample is +/-4% and larger for subgroups.



• Telephone numbers for the sample were generated from a file of registered voters across these battleground states. The sample was stratified geographically to reflect the expected turnout of voters in the 2024 general election. The data were weighted slightly by gender, age, race, region, education level and party identification.



• In interpreting survey results, all sample surveys are subject to possible sampling error—that is, the results of a survey may differ from those that would be obtained if the entire population of likely voters were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a question. For example, if a response to a given question which all respondents answered was 50%, we could be sure that in 95% of all samples from the same universe of voters, the results would fall within plus or minus 4% of this percentage, or between 46% and 54%.

Key Findings on Antitrust Enforcement and Litigation

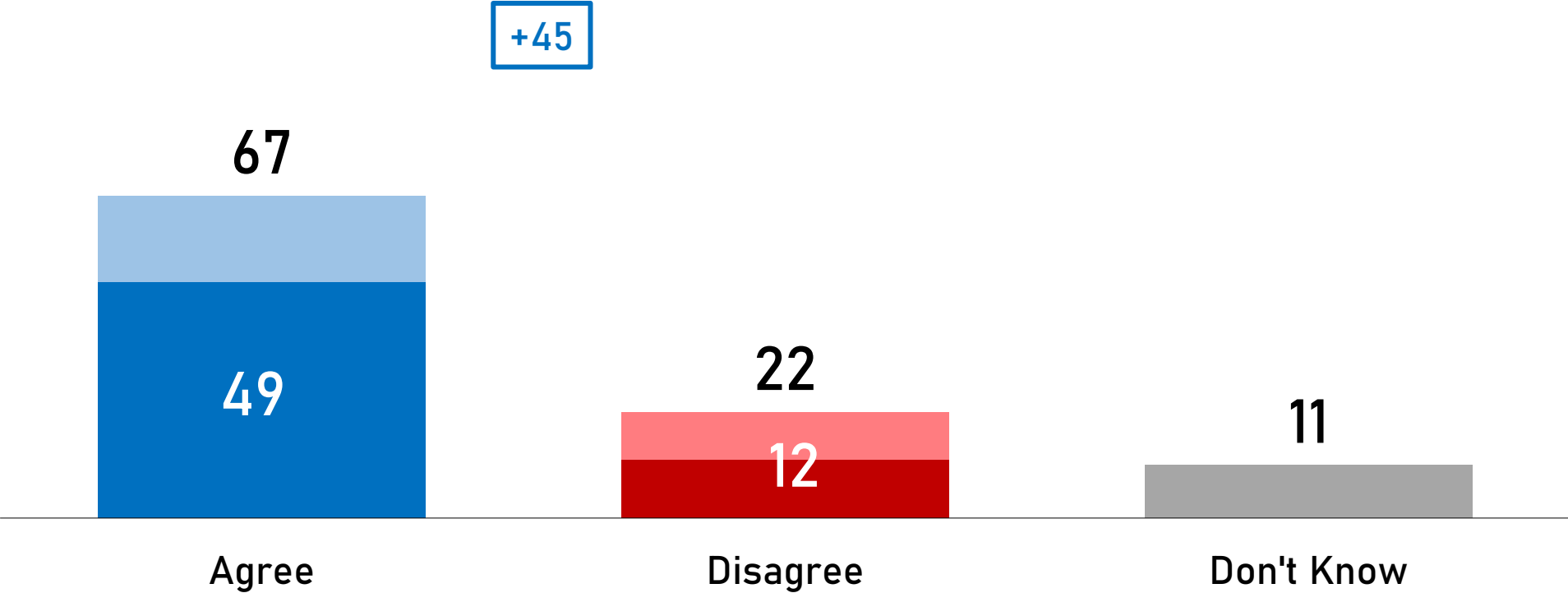
- Battleground voters understand what's at stake and want action on antitrust enforcement and litigation to counter behavior by corporate monopolies and economically powerful corporations. Voters also strongly support government lawsuits and class action lawsuits against corporations engaging in anti-competitive behavior.
- Support for antitrust enforcement and litigation is consistently strong even in engaged debates in part because voters disagree with the premise that antitrust enforcement leads to jobs going overseas or increased prices.
- In fact, voters strongly believe that monopolies and economically powerful corporations hurt small businesses, families, customers, and the economy with their actions.
- Voters think wealthy and big corporations not paying their fair share in taxes, engaging in price-gouging, hoarding wealth, and squashing competition are major factors in the economic hardship facing many Americans today.
- Finally, enabling strong antitrust enforcement and litigation is a key voting issue, and a strong majority of these battleground voters will reward candidates who support strong government antitrust enforcement.

An illustration featuring a large, stylized globe in shades of red, orange, and blue. Three people are shown interacting with large, glowing yellow dollar signs on the globe's surface. One person is kneeling and pushing a dollar sign into a slot, another is kneeling and holding a dollar sign, and a third is standing and holding a dollar sign. The background includes stylized green and blue leaves and a green dollar bill. The overall theme is global business and financial success.

Strong Support for Antitrust Enforcement and Litigation

Two-thirds of the battleground electorate agree that a handful of corporations have too much power and are not being held accountable, with nearly half feeling that way strongly.

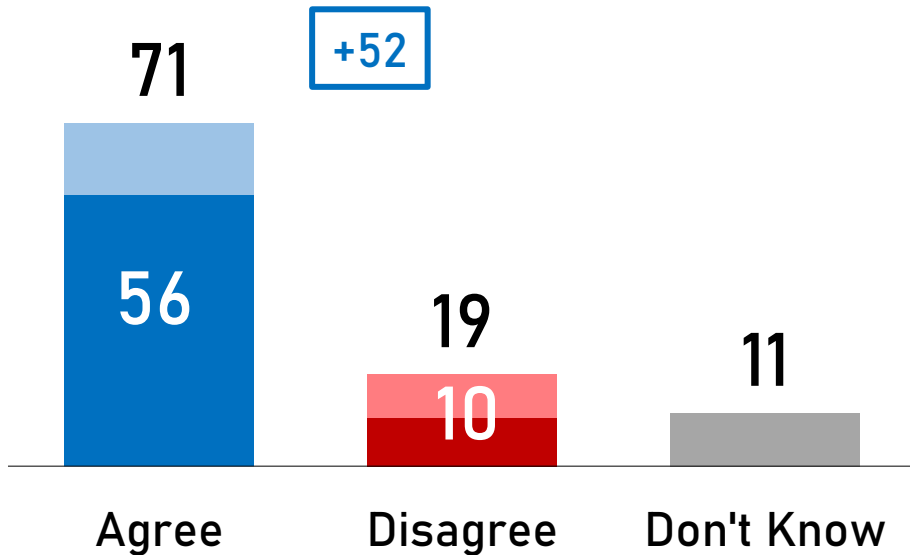
One of the biggest problems facing America today is that a handful of corporations have too much power and government is doing too little to hold them accountable.



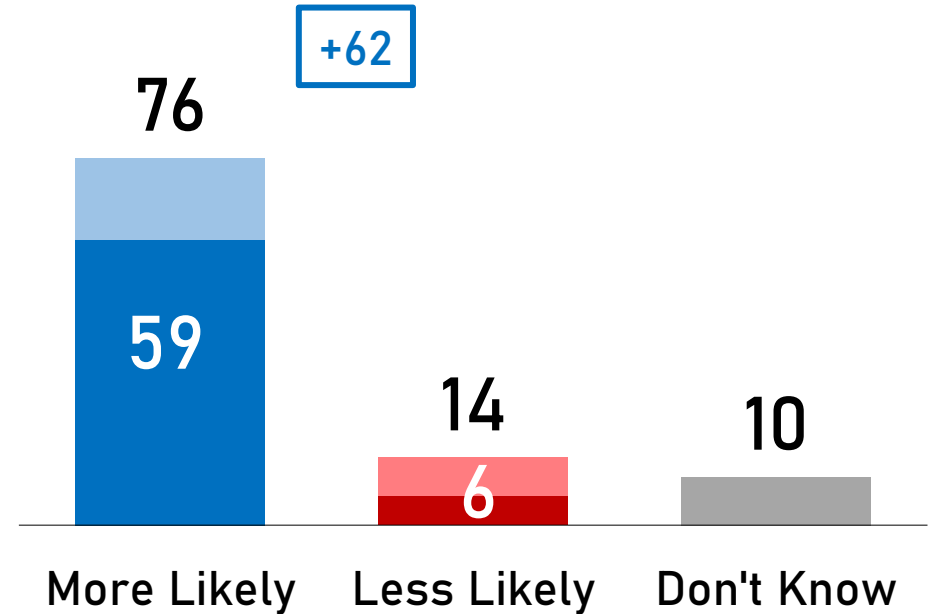
More than 7-in-10 battleground state voters agree that corporate monopolies and economically powerful corporations wield a massive amount of influence over our lives without transparency and accountability.

Today, a handful of enormous, economically powerful corporations/corporate monopolies wield a massive amount of influence over the quality of our lives with almost no accountability or transparency to the public.

...Economically Powerful Corporations



...Corporate Monopolies

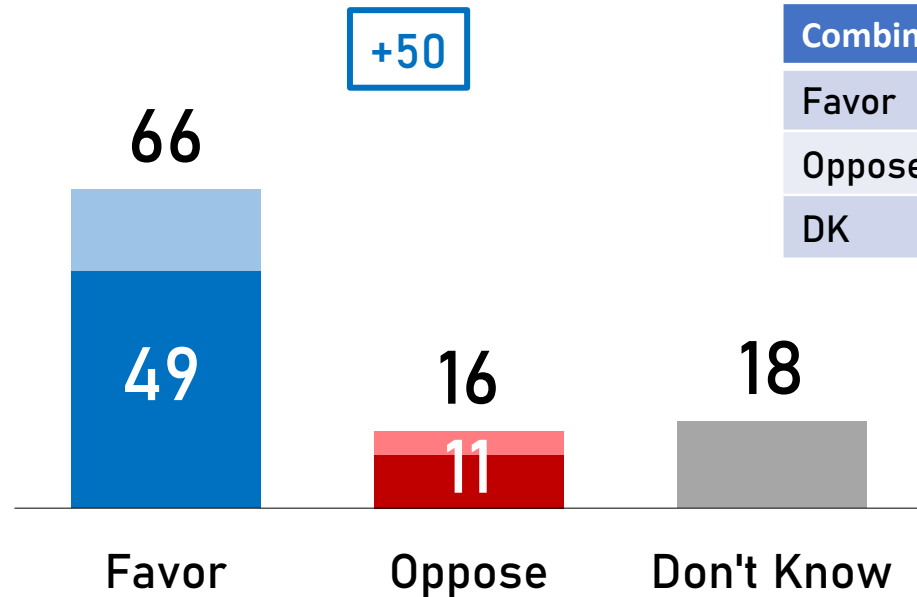


Voters in battleground states strongly support taking action against wealthy corporations that engage in anti-competitive activities—both on the part of small business and consumers in the form of lawsuits for damages as well as on the part of government in the form of expanded prosecutions. Support extends across a majority of Democrats, independents, and Republicans.

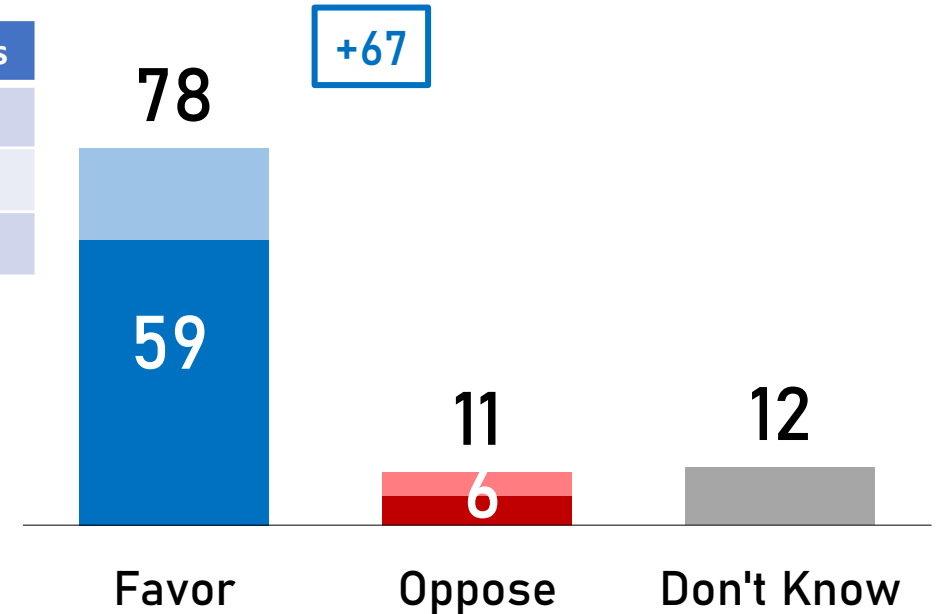
Do you favor or oppose the government expanding prosecutions against/allowing small businesses and customers to bring lawsuits for damages wealthy corporations that engage in anti-competitive activities?

Government Expanding Prosecutions

Small Businesses and Consumers Suing



	Combined	Dems	Indies	GOPers
Favor	85%	73%	64%	
Oppose	8%	11%	18%	
DK	9%	16%	19%	

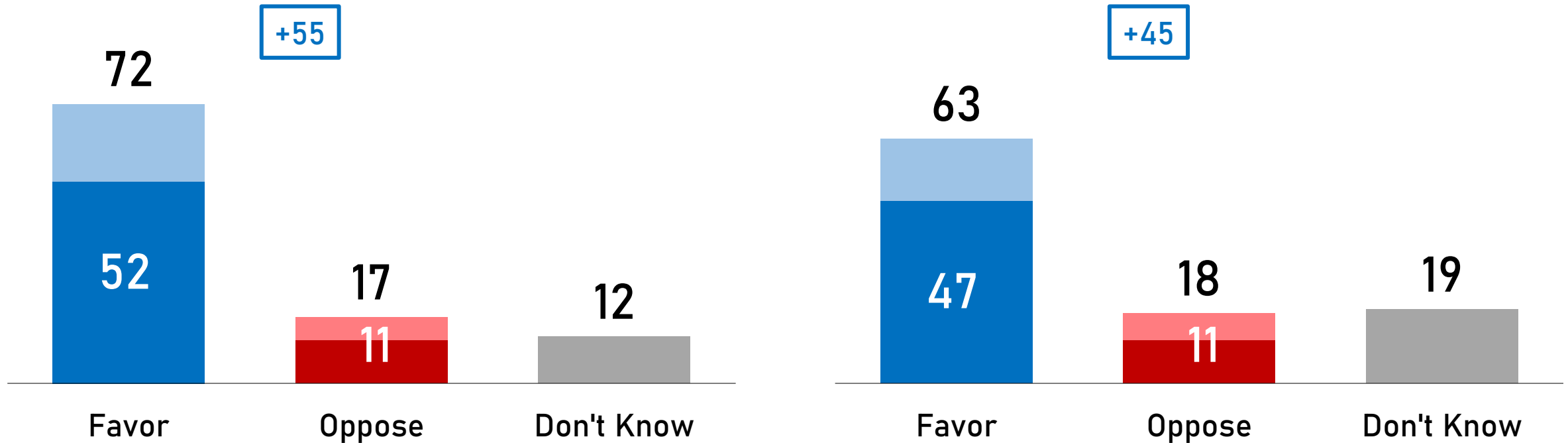


Similarly, strong majorities of battleground state voters favor the government requiring economically powerful corporations and corporate monopolies to stop driving out the competition.

Do you favor or oppose the government requiring corporate monopolies/economically powerful corporations to stop driving out the competition?

...Economically Powerful Corporations

...Corporate Monopolies



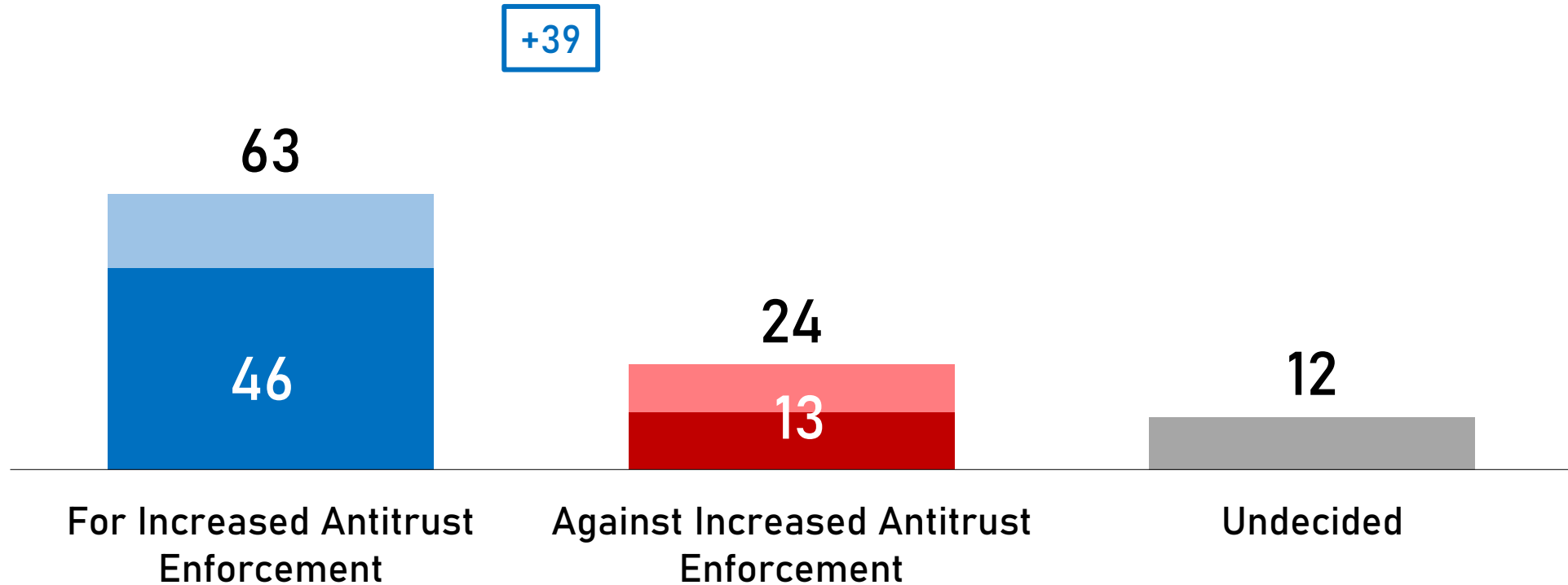
Engaged Debate Profiles

[For Increased Antitrust Enforcement] The U.S. created the world's strongest economy by encouraging free markets where businesses compete to win customers by offering the highest quality and the best prices. But large, powerful corporations now dominate major parts of our economy. Because these wealthy corporations face no real competition, they can use their monopoly power to hoard profits, drive out competitors, crush small businesses, and give their CEO's millions in bonuses, all while workers' wages stagnate and consumers get price-gouged. Strengthening enforcement of our antitrust and anti-monopoly laws would strengthen our economy and the economic wellbeing of our families.

[Against Increased Antitrust Enforcement] Large companies in the U.S. compete and have created millions of domestic jobs, and they provide better and less expensive goods and services than anywhere else in the world. Having the government break up or punish these companies would be fundamentally anti-American and lead to worse outcomes for workers and consumers. Many of these companies were built from the ground up by hard-working entrepreneurs who sacrificed to find success. Increased government enforcement of antitrust laws would lead large companies to downsize or send jobs overseas, decrease choices for consumers, and charge higher prices.

Simulating an engaged debate between proponents and opponents of increasing antitrust enforcement—in which opponents characterize government action as killing jobs, increasing prices, and hurting small businesses and consumers—more than 6-in-10 battleground state voters still favor increasing antitrust enforcement.

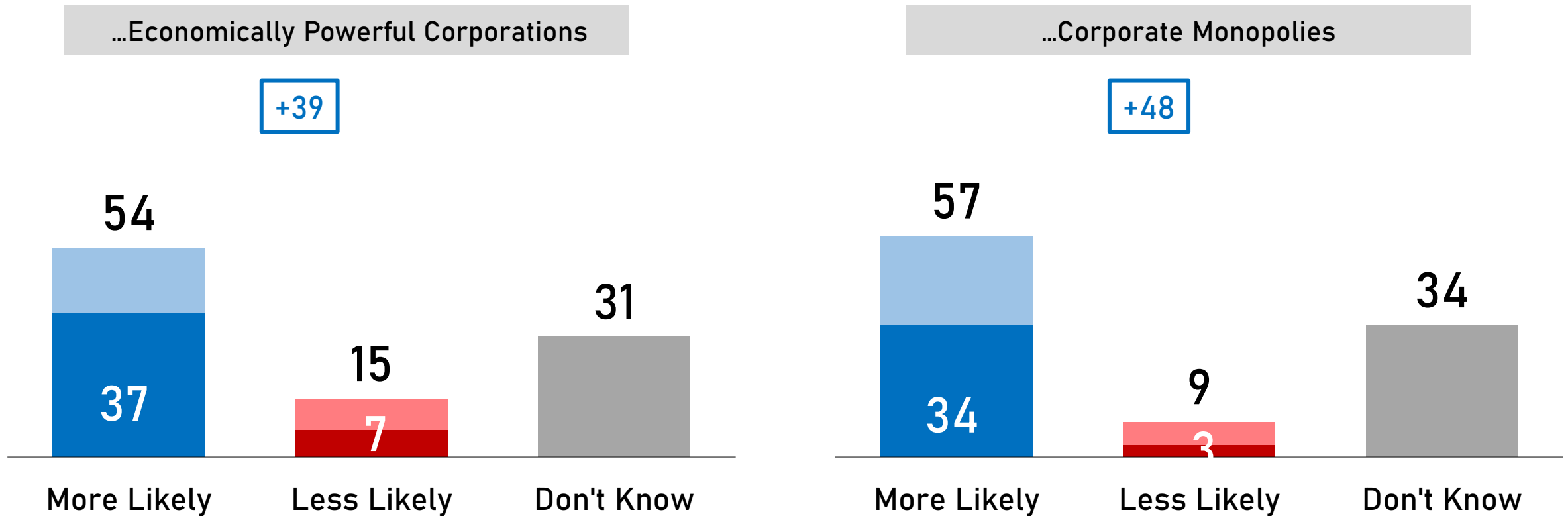
Engaged Debate—Antitrust Enforcement



Now I'm going to read you two different statements about antitrust enforcement. Would you say that you support [ROTATE] _the statement that says we don't need increased antitrust enforcement or _the statement that says we need increased antitrust enforcement, or are you undecided?

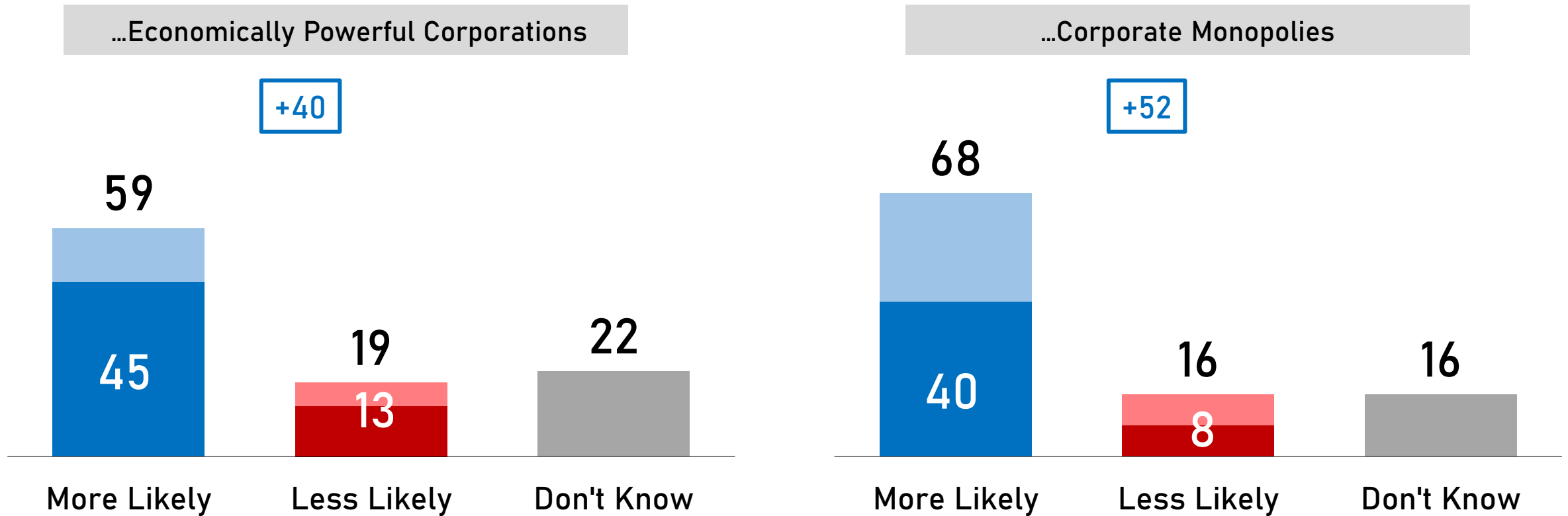
Voters are significantly more likely to vote for candidates who support tougher government enforcement of antitrust laws to combat corporate monopolies and economically powerful in these battleground states.

Initial Ask—Would you be more likely or less likely to vote FOR a candidate for political office if they supported tougher government enforcement of antitrust laws to combat economically powerful corporations/corporate monopolies?



By the end of the survey, even larger majorities of voters indicate they would vote for candidates who favor increased antitrust enforcement against corporate monopolies and economically powerful corporations.

Final Ask—Would you be more likely or less likely to vote FOR a candidate for political office if they supported tougher government enforcement of antitrust laws to combat economically powerful corporations/corporate monopolies?

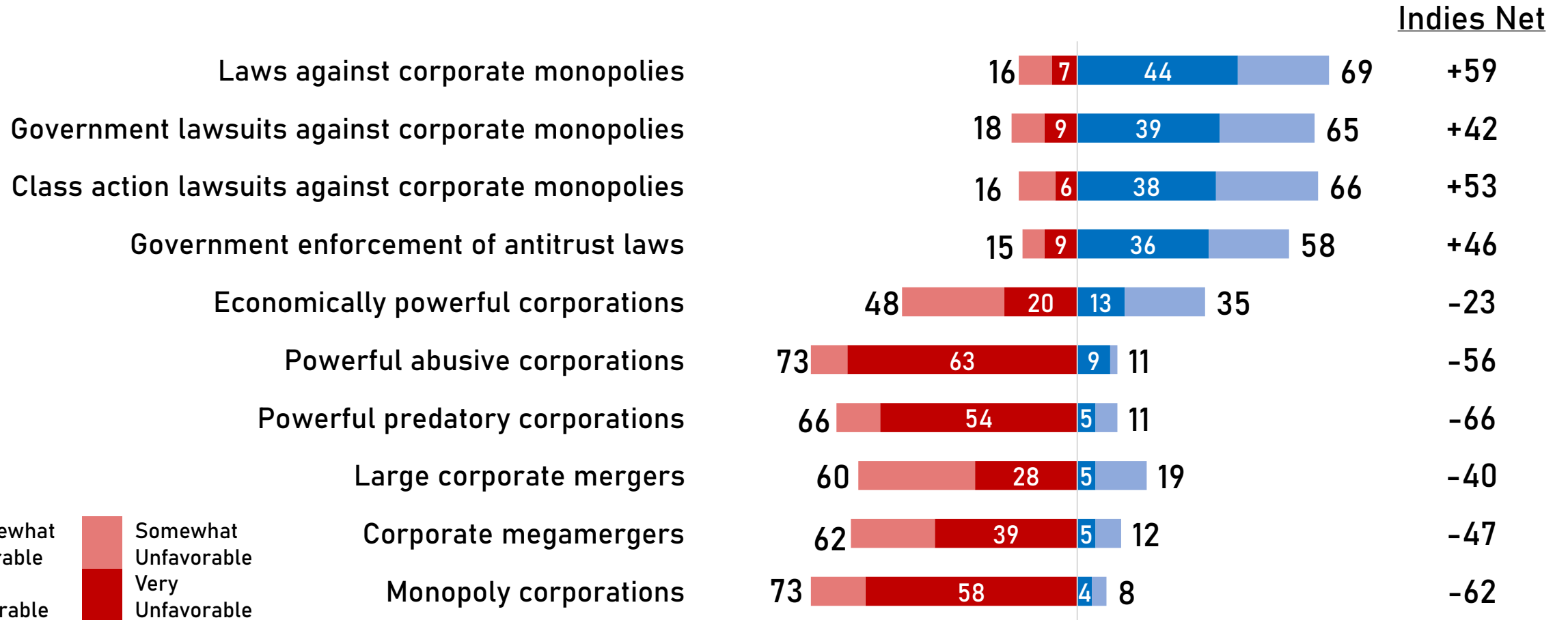




The Context Informing Public Support for Tougher Antitrust Enforcement and Litigation

Given battleground state voters' broad and intense dislike of monopoly corporations, it is perhaps unsurprising that they also view laws and lawsuits against corporate monopolies, as well as government enforcement of antitrust laws, in such popular terms. Voters are more mixed on economically powerful corporations, but still start out more skeptical than not.

Favorability of Antitrust Related Entities and Activities

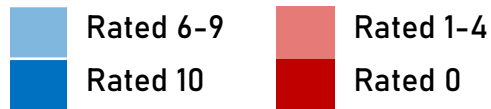
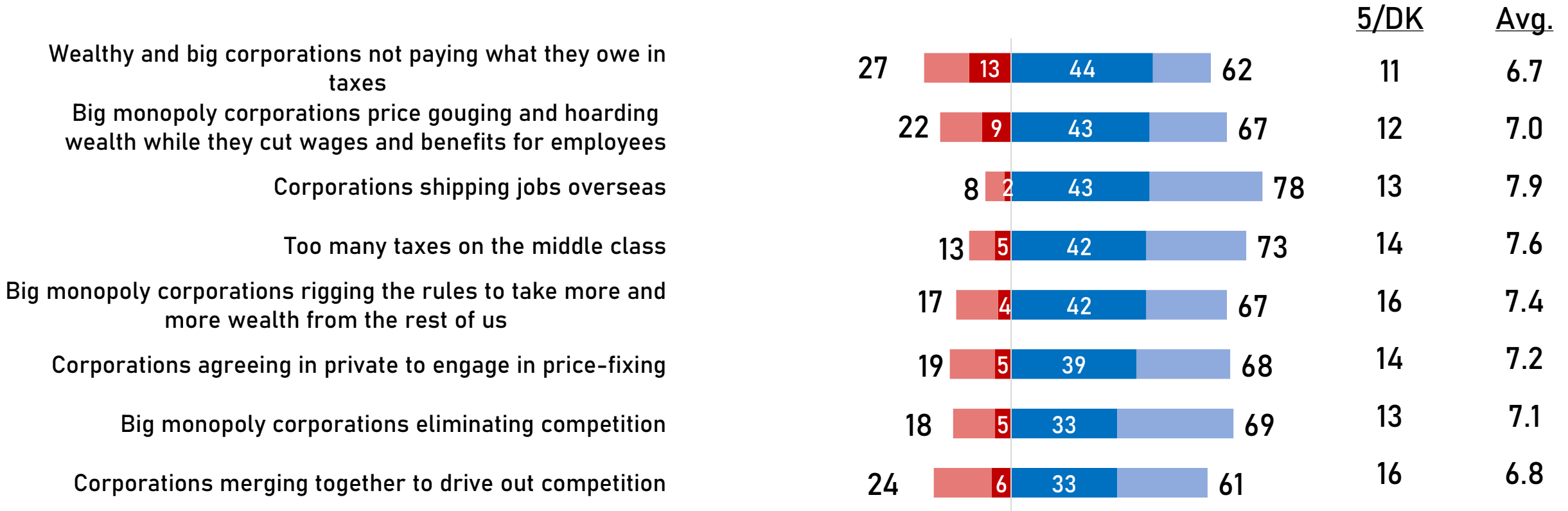


■ Somewhat favorable
■ Very favorable
■ Somewhat unfavorable
■ Very unfavorable

Now I'd like to ask you about some public figures, groups, and activities. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of them, or if you don't know enough about them to have an opinion, just say so and we will move on.

Solid majorities of battleground voters attribute economic hardship in the United States to the wealthy and big corporations not paying what they owe in taxes, monopoly corporations price gouging and hoarding wealth while they cut wages and benefits, corporations shipping jobs overseas, and corporations engaging in anti-competitive behaviors.

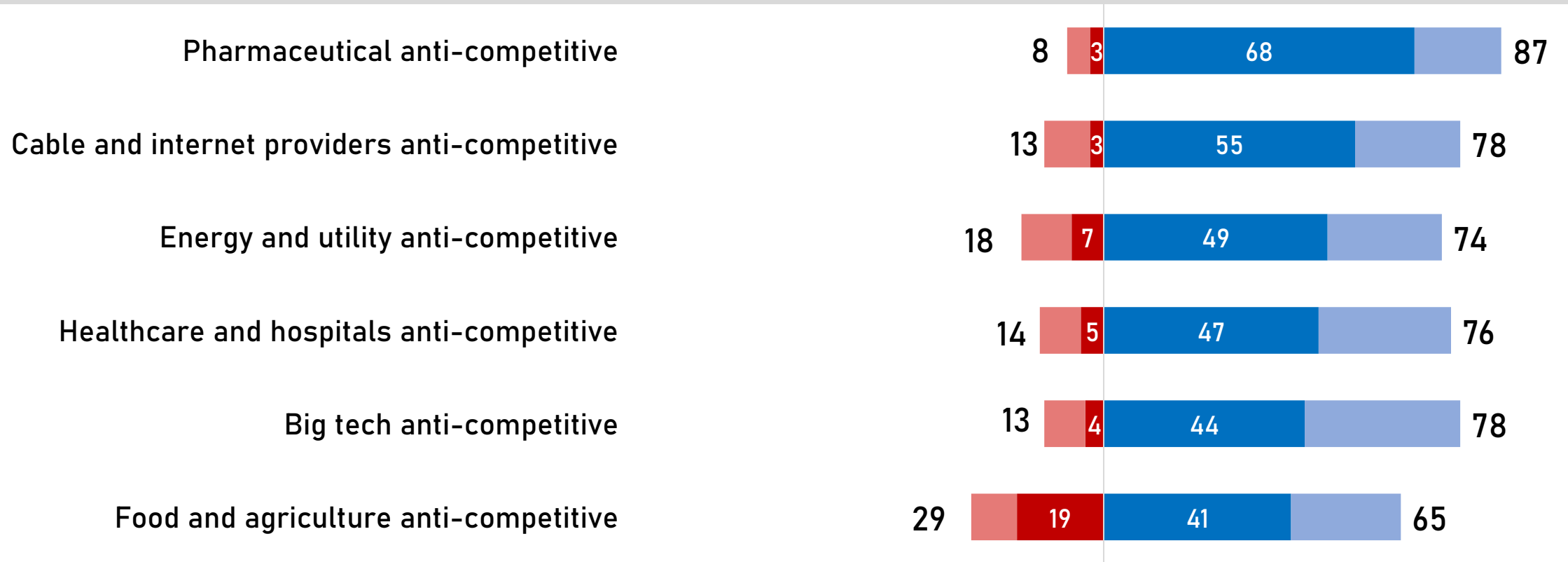
0-10 Ratings—Reasons for Economic Hardship in the United States



There may be many different reasons that people experience economic hardship in the U.S. Here are some different things people have said are to blame for the economic hardships in the U.S. For each one, please rate on a scale of 0 to 10 how much it is to blame for economic hardship in the U.S., where 10 means it is one of the most important reasons for economic hardship in the U.S., and 0 means it is not at all to blame.

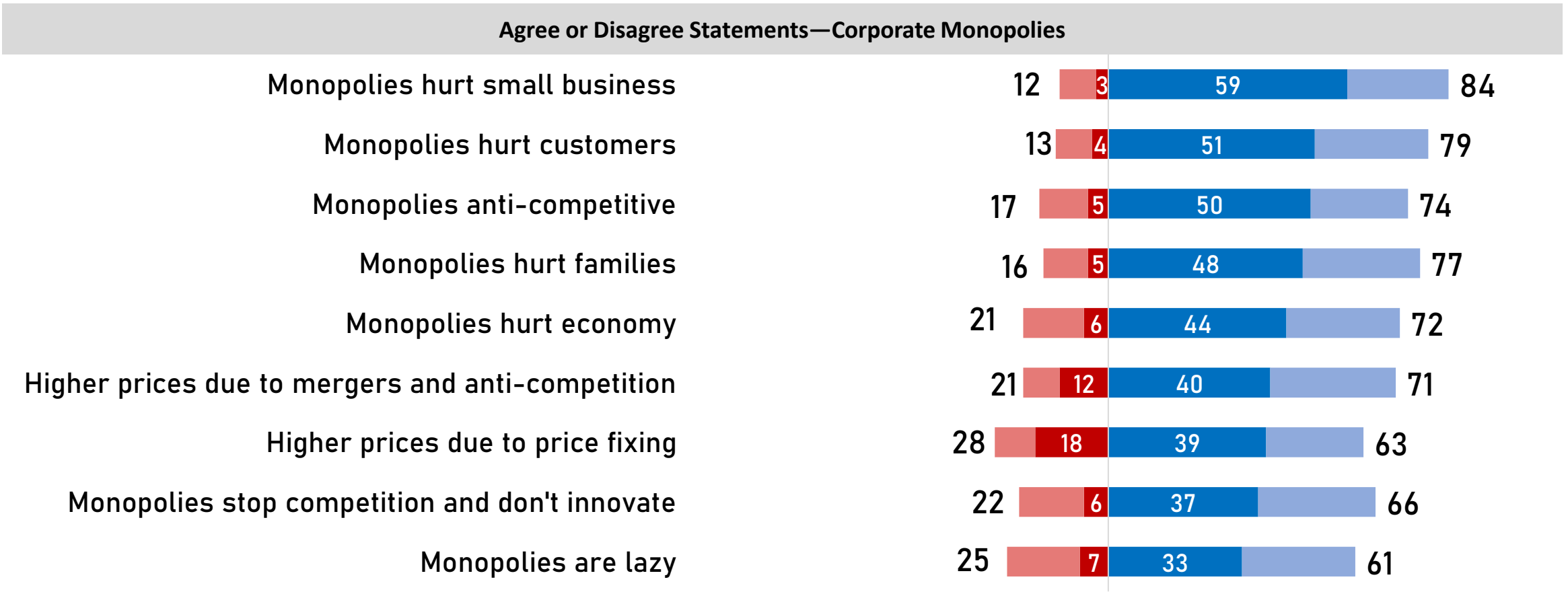
Voters attribute anti-competitive behavior to a wide range industries, with the pharmaceutical industry leading the pack.

Agree or Disagree Statement—Industries Considered Anti-Competitive



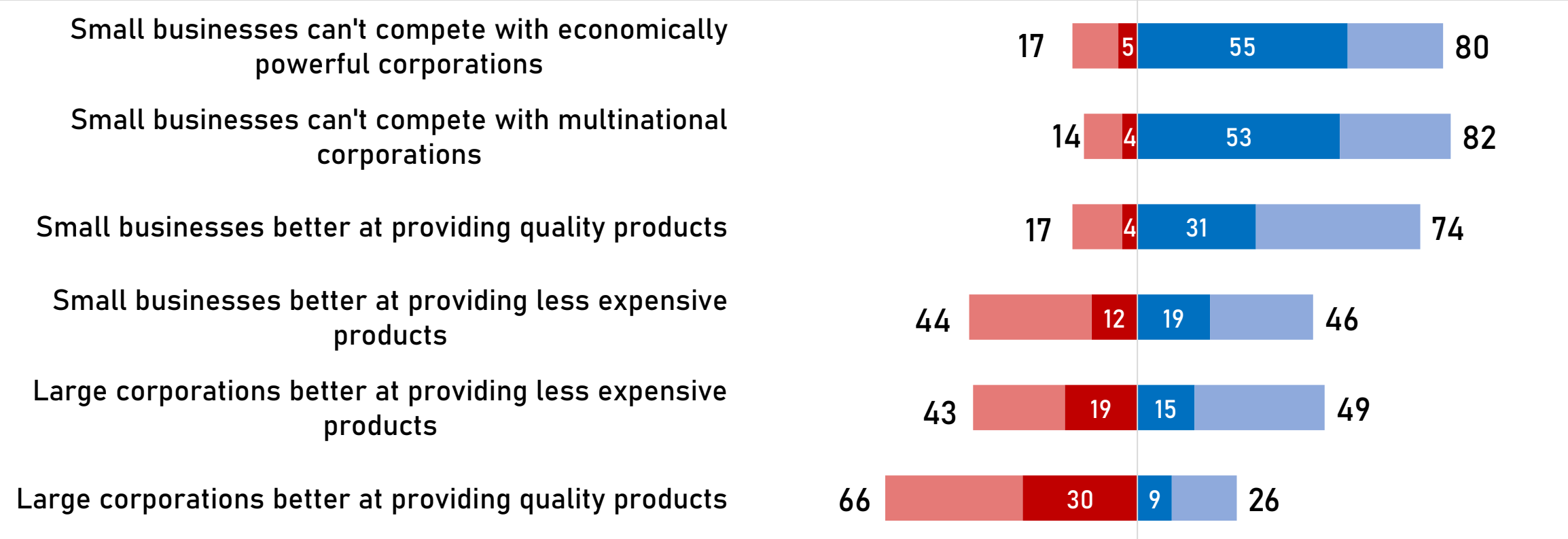
Now I'm going to read you a list of statements that some people have made. For each one, please tell me whether you strongly AGREE, SOMEWHAT agree, somewhat DISAGREE or STRONGLY disagree with that statement.

Voters share broad and intense concerns that corporate monopolies hurt small businesses, customers, families, and that they are anti-competitive. They also overwhelmingly agree that corporate monopolies hurt the economy and that higher prices are a result of anti-competitive merger behavior and price fixing. The strongest anti-monopoly statements center the harm to small businesses, consumers, and families while emphasizing their anti-competitive nature.



Battleground voters strongly agree that small businesses and startups cannot compete with economically powerful and multinational corporations and that small businesses are better at providing quality products and services over large corporations, soundly rejecting the opposite assertion. Focusing on competition and small businesses is a strong through-line throughout these data and it's clear that quality is the best dimension to bolster a small business argument as a solid proportion of voters do see corporations as providing less expensive products.

Agree or Disagree Statements— Small Businesses vs. Corporations



■ Somewhat Agree
■ Strongly Agree
■ Somewhat Disagree
■ Strongly Disagree

Now I'm going to read you a list of statements that some people have made. For each one, please tell me whether you strongly AGREE, SOMEWHAT agree, somewhat DISAGREE or STRONGLY disagree with that statement.

The opposition's arguments against breaking up corporate monopolies or economically powerful corporations, and antitrust enforcement leading to higher prices and jobs going overseas all fail to reach majority agreement and fall far short of the strongest statements about corporate monopolies hurting small businesses, competition, consumers, and families.

Agree or Disagree Statements—The Opposition's Arguments



■ Somewhat Agree
■ Strongly Agree
■ Somewhat Disagree
■ Strongly Disagree

Now I'm going to read you a list of statements that some people have made. For each one, please tell me whether you strongly AGREE, SOMEWHAT agree, somewhat DISAGREE or STRONGLY disagree with that statement.

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