

Thank you for participating in our survey!

Please check the box below to proceed.

I'm not a robot reCAPTCHA

The study is being conducted by a team of academic researchers. This survey takes about 12 minutes. For your participation, you will receive a compensation of \$3.

Key Information

- You are being invited to participate in a research study. Participation in research is completely voluntary.
- The purpose of the study is to study public opinion.
- The survey takes about 10 minutes.
- We do not anticipate any risks and/or discomforts from participating in this study.

- I accept to participate in this study.
- I do not accept to participate in this study.

What is your Prolific ID?

Please note that this response should auto-fill with the correct ID.

Before starting the survey, please tell us a bit about yourself so we can put the rest of your replies in greater context:

What is your age?

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- Above 75

What is your gender?

- Female
- Male
- Other

- Rather not say

What is the primary ethnicity or race you identify with?

- Asian/Asian American
- Black/African American
- White/European American
- Hispanic/Latino
- Other

- Rather not say

What is your state of residence?

In the remainder of the survey, we will ask you a series of questions about Google. This company operates in markets around the world, but unless otherwise stated, please answer with the United States market in mind.

If you're not already familiar with it, Google is a global technology company best known for its search engine, which helps people quickly find information on the internet. Beyond search, it develops a wide range of products and services, including Gmail, Google Maps, YouTube, Android, and the Chrome browser. The company also operates in cloud computing, artificial intelligence, advertising, and hardware (like Pixel phones and smart home devices), making it one of the most influential firms in the technology sector.

Before taking this survey, had you heard about Google?

- Yes
- No

Have you ever used Google products or services?

- Yes
- No

How would you rate your experience as a user of Google's products or services?

Very poor

Somewhat poor

Neutral

Somewhat good

Very good

This survey will mention the Department of Justice (DOJ) too. In case you're not already familiar with it, the DOJ is responsible for **enforcing U.S. antitrust laws** to ensure markets remain **fair and competitive**. It investigates practices such as monopolistic mergers, price-fixing, and exclusionary agreements that may limit competition. Through these activities, the DOJ seeks to protect consumers and maintain competitive market conditions.

As reported in [The Wall Street Journal](#), the U.S. Department of Justice (DOJ), joined by 11 state attorneys general, filed a **landmark antitrust lawsuit against Google** in 2020, alleging that the company illegally maintained **monopolies in internet search and search advertising**. According to the complaint, Google used exclusionary contracts to block competitors and preserve its dominance in the market. The DOJ also argues that Google's market power raises the cost of online advertising, costs that firms typically pass on to consumers, meaning the ultimate harm falls on them. A central focus of the case is Google's agreements with phone manufacturers, wireless carriers, and browser developers—most notably Apple's Safari—under which Google pays billions each year to remain the default search engine on devices used by millions of Americans.

Google countered that its dominance reflects consumer choice rather than coercion, arguing that users select Google because it offers the highest-quality search experience and can easily switch to alternatives if they prefer. From Google's perspective, its default-search agreements are standard distribution deals common across industries, and restricting them would raise costs for device makers while undermining services that are currently offered to consumers at little or no direct price.

TECHNOLOGY

Justice Department Hits Google With Antitrust Lawsuit

Suit follows lengthy investigation into company's dominance of search traffic and effect on competition



The U.S. online search advertising market consists of businesses that promote products and services to U.S. consumers through advertisements displayed on search engines. In addition to Google, this includes companies such as Bing and Yahoo.

What do you think Google’s market share of the U.S. online search advertising market is?

Use the slider to indicate your answer, ranging from 0% to 100%. Your best guess is fine.

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Do you believe Google’s market dominance is mainly the result of fair or unfair competition?

- | | | | | |
|-----------------------------|-----------------------------|-------------------------------------|---------------------------|---------------------------|
| Entirely unfair competition | Somewhat unfair competition | Neither fair nor unfair competition | Somewhat fair competition | Entirely fair competition |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Please indicate to what extent you disagree or agree with the following statement?

“Google’s market power harms consumers, for example through higher prices or reduced quality.”

Strongly disagree

Somewhat disagree

Neither agree nor disagree

Somewhat agree

Strongly agree

Overall, how do you feel about Google as a company?

Very unfavorable

Somewhat unfavorable

Neutral

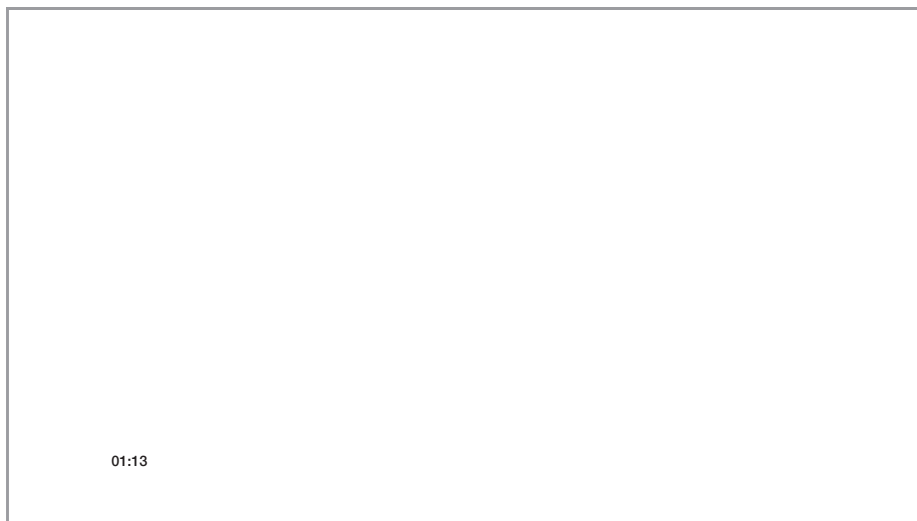
Somewhat favorable

Very favorable

Next, a group of participants in this survey will be randomly selected to receive a piece of information. Please proceed to the next screen to see if you have been selected.

You have been randomly selected to receive the following piece of information:

Critics argue that Google has an unfair advantage in the market for search advertising. They point out that Google Search is the default option on most devices, which gives Google an unfair advantage. Please watch the video below, which summarizes this argument:



To see how important it is for Google to be the default search engine, look at its deal with Apple: Google pays Apple [an estimated \\$8 billion to \\$12 billion a year](#) to remain the default option on its phones, iPads and Mac computers.

Also, [a research study](#) by five prominent economists shows clear evidence that being the default option is a major reason Google stays dominant in search. The researchers conducted an experiment with over 2,000 real desktop users. Some people were asked to actively choose a search engine, some were paid to switch from Google to Bing for a short time, and some had their default search engine temporarily changed. They found that simply asking people to choose did almost nothing—very few Google users switched. But

when people were paid to try Bing for two weeks, many realized it was better than they expected, and about one-third chose to keep using it. This shows that Google's dominance is partly because people don't try alternatives and may underestimate them, not just because switching is hard.

Take a moment to review this information, as you won't be able to return to this page. When you're ready, please proceed to the next screen to continue with the survey.

Please watch the video to continue.

Previously, we asked you questions about your perceptions of Google. We will now ask you the same question again. We ask this question of all participants, regardless of their earlier responses or whether they received any information.

What do you think Google’s market share of the U.S. online search advertising market is?

Use the slider to indicate your answer, ranging from 0% to 100%. Your best guess is fine.

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Do you believe Google’s market dominance is mainly the result of fair or unfair competition?

Entirely unfair competition	Somewhat unfair competition	Neither fair nor unfair competition	Somewhat fair competition	Entirely fair competition
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate to what extent you disagree or agree with the following statement?

“Google’s market power harms consumers, for example through higher prices or reduced quality.”

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall, how do you feel about Google as a company?

Very unfavorable

Somewhat unfavorable

Neutral

Somewhat favorable

Very favorable

Imagine you were appointed as the judge in charge of deciding in the case between Google and the Department of Justice (DOJ).

Which side would you be more likely to support?

Strongly
support
Google

Somewhat
support Google

Support
neither side

Somewhat
support the DOJ

Strongly
support the
DOJ

In cases like this, judges may also need to decide whether any actions should be taken in response.

Consider the following measure. Please indicate whether you support or oppose it.

Require Google to sell off its main search business so it becomes a separate company.

Strongly
oppose

Somewhat
oppose

Neither support nor
oppose

Somewhat
support

Strongly
support

Now assume that this measure was not implemented. Consider the following alternative measure and indicate whether you support or oppose it.

Prevent Google from making exclusive deals with browser companies, device makers, and mobile carriers that make Google the default search engine.

Strongly
oppose

Somewhat
oppose

Neither support nor
oppose

Somewhat
support

Strongly
support

So far, we have asked you questions about Google. Now we would like to hear your views more broadly.

We are interested in how you think about companies that have a dominant position in their markets. For example, in the United States, many markets are dominated by a single company:

- Apple in smartphones and mobile operating systems.
- Meta (Facebook/Instagram) in social-media advertising.
- Luxottica in eyeglass frames and lenses.
- Live Nation/Ticketmaster in ticketing and live-event promotion.

Among these dominant companies, what do you think is, on average, the share of their respective U.S. markets held by each firm?

Use the slider to indicate your answer, ranging from 0% to 100%.

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

In your view, is the market power of these dominant companies mainly the result of fair or unfair competition?

Entirely unfair competition

Somewhat unfair competition

Neither fair nor unfair competition

Somewhat fair competition

Entirely fair competition

To what extent do you agree or disagree with the following statement?

“The market power of dominant companies can harms consumers, for example through higher prices or reduced innovation.”

Strongly disagree

Somewhat disagree

Neither agree nor disagree

Somewhat agree

Strongly agree

Overall, how do you feel about these dominant companies?

Very
unfavorable

Somewhat
unfavorable

Neutral

Somewhat
favorable

Very
favorable

Antitrust laws are designed to promote competition and prevent large companies from unfairly dominating markets.

Overall, do you think antitrust laws should be enforced more leniently, more strictly, or about the same as they are now?

Much more
leniently

Somewhat more
leniently

About the
same

Somewhat more
strictly

Much more
strictly

In the following screens, we will ask about your opinions on real-world policy proposals.

For each of these proposals, please indicate how strongly you support or oppose them.

At the study's conclusion, we will share the anonymous survey results with politicians and organizations relevant to these issues. Please consider your responses carefully, as they may significantly influence policy decisions.

Rest assured that your answers will remain completely anonymous, consistent with all other responses in this survey.

Executive Order 14036, "[Promoting Competition in the American Economy](#)," is a federal policy that instructs **multiple U.S. government agencies to take steps to promote competition** and strengthen enforcement of antitrust laws.

The order directs agencies to examine issues such as:

- The use of non-compete agreements in employment.
- Consumers' access to repair services and parts ("right to repair").
- Scrutiny of large corporate mergers and other business practices that may reduce competition.

Do you oppose or support this type of antitrust policy?

Strongly
oppose

Somewhat
oppose

Neither support nor
oppose

Somewhat
support

Strongly
support

The [American Innovation and Choice Online Act](#) is a proposed U.S. law that would restrict certain business practices by large online platforms (such as major app stores, online marketplaces, and search platforms). The goal is to strengthen antitrust rules in digital markets by **limiting conduct that may disadvantage competing businesses** that rely on these platforms.

Under the bill, covered platforms would be prohibited from actions such as:

- Giving unfair advantages to their own products or services over those offered by competitors on the same platform.
- Treating similar businesses differently by applying platform rules unevenly.
- Using non-public data from businesses that use the platform to compete against them.
- Conditioning access or favorable placement on using other products or services owned by the platform.
- Retaliating against businesses that raise concerns or report potential violations.

Do you oppose or support this bill?

Strongly
oppose

Somewhat
oppose

Neither support nor
oppose

Somewhat
support

Strongly
support

A group of citizens is supporting a petition calling for stronger antitrust and competition enforcement.

The petition urges Congress and the Federal Trade Commission (FTC) to strengthen enforcement against monopolistic practices, increase scrutiny of mergers and acquisitions, and promote fair competition to protect consumers and innovation. Supporters argue that growing market concentration has reduced competition and limited consumer choice, while allowing dominant firms to exercise excessive control over markets.

Would you be interested in signing this petition?

If you select **Yes**, you will receive additional information in the next question on how to sign the petition.

Yes

No

To sign the petition, please follow this link:

<https://www.change.org/p/digital-market-fairness-and-antitrust-reform-act-of-2025>

After you have signed, please return to complete the remaining questions of the survey.

We have \$100 to donate to the following organizations. Please let us know how you would like to distribute the donations between them. We will randomly select one survey participant and make the donation according to their choice. So, your decision might be implemented and can lead to actual donations.

[The American Antitrust Institute](#) is an independent, nonprofit organization devoted to promoting competition that protects consumers, businesses, and society. They serve the public through research, education, and advocacy on the benefits of competition and the use of antitrust enforcement as a vital component of national and international competition policy.

[World Relief](#) is an international humanitarian organization dedicated to addressing poverty, injustice, and violence. It serves vulnerable communities around the world through programs in economic development, peacebuilding, health and child development, and refugee and immigration services.

Please ensure that each amount is between \$0 and \$100 and that the sum of both donations is equal to \$100. Keep in mind that the decision you make can lead to actual donations.

The American Antitrust Insitute

World Relief

Total

Would you ever consider reaching out to an elected official to express your concerns about the abuse of market power by companies such as Google?

- Yes
- No

Some people would reach out to their senator. If you ever wanted to do so, the first step would be to write a message. For reference, we've provided a draft email below. Please take an second to edit the text below to add your personal perspective:

I am a constituent writing to share my concerns about the increasing concentration of market power among a small number of large companies in several sectors of the U.S. economy.

As consolidation continues, I am worried about its potential effects on competition, consumer choice, innovation, and opportunities for smaller businesses. In particular, dominant firms may be able to disadvantage competitors, influence prices, and limit options available to consumers and workers.

In case you're interested, contacting your senator is very easy. You mentioned that you live in New Jersey, and one of the two senators representing that state is Andy Kim. To contact this visit their contact page by clicking below:

Email Your Senator

Fill out the required information, then copy the message you wrote (reproduced below) and paste it into the message field. Click submit and you're done. It's that simple.

Dear Senator Andy Kim,

I am a constituent writing to share my concerns about the increasing concentration of market power among a small number of large companies in several sectors of the U.S. economy.

As consolidation continues, I am worried about its potential effects on competition, consumer choice, innovation, and opportunities for smaller businesses. In particular, dominant firms may be able to disadvantage competitors, influence prices, and limit options available to consumers and workers.

I encourage you to support policies and legislation that promote fair competition and strong antitrust enforcement. Ensuring competitive markets is important for economic growth and for protecting the interests of consumers and entrepreneurs alike.

Thank you for your time and for your service to our state. I appreciate your consideration of this issue.

Take time if you want to submit the message. Once you're done, please continue with the survey by proceeding to the next page.

Next, we want to learn your preferences between two products: a backpack with a Google logo and a backpack without one.

We will present three scenarios. In each scenario, you will choose between two options. It is in your best interest to choose honestly, as your choices may have real consequences. At the end of the study, we will randomly select ten survey participants. For each selected participant, one scenario will be randomly chosen and their decision in that scenario will be implemented. For all other respondents, choices will remain hypothetical.

Scenario 1



**+\$1
bonus
payment**



Scenario 2



Scenario 3



Before taking this survey, were you aware of the U.S. Department of Justice's case against Google?

Definitely not

Probably not

Maybe

Probably yes

Definitely yes

To the best of your knowledge, has this case concluded?

No, it has not concluded

Not sure

Yes, it has concluded

If the case has been resolved, who do you think won?

The U.S. Department of Justice

Not sure

Google

In surveys like ours, sometimes there are participants who do not carefully read the questions and just quickly click through the survey. This means that there are a lot of random answers which compromise the results of research studies. To show that you read our questions carefully, please choose both 'Monday' and 'Tuesday' as your answer in the first question and type 'Darts' into the 'Other' field of the second question.

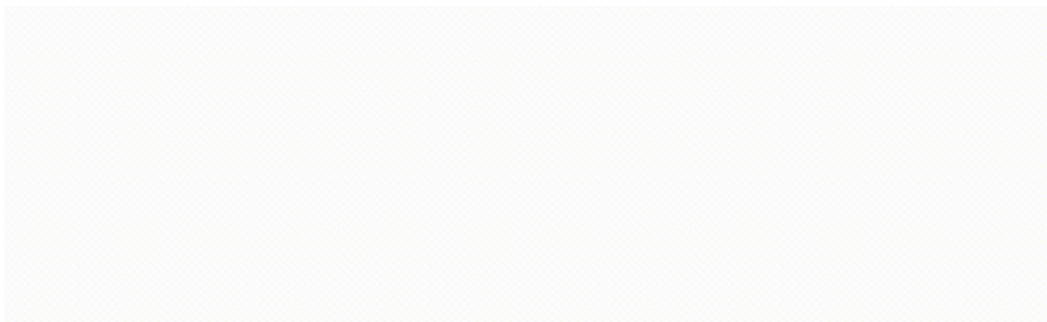
Given the above, what are your preferred days to do sports? (Click all that apply)

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Given the above, what is your favorite sport?

- American football
- Baseball
- Ice hockey
- Tennis
- Golf
- Wrestling
- Soccer
- Other:

Please enter the number(s) you see in the textbox.



In the last part of this survey, please tell us more about yourself so we can put your other replies in greater context:

What was your yearly household income in 2025 in US dollars before taxes and deductions? (Note: the household income is the total amount of money earned by all members of your household)

- Less than USD 25,000
- Between USD 25,000 and 49,999
- Between USD 50,000 and 99,999
- Between USD 100,000 and 150,000
- More than USD 150,000

Which category best describes your highest level of education?

- 12th grade or less
- Graduated high school or equivalent
- Some college, no degree
- Associate degree
- Bachelor's degree
- Post-graduate degree

In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?

- Democrat
- Republican
- Independent

How much of the time do you think you can trust our federal government to do what is right?

Almost never

Not very often

A lot of the time

Almost always

In this survey, you were asked about companies that hold dominant positions in their respective markets.

Please reflect on your own views about these company.

- How would you describe your overall attitude toward such companies?
- Did you learn anything new about these companies during the survey? If so, did it influence your opinion?

Please write at least 3-4 full sentences.

**In your opinion, were the questions included in this survey
easy or difficult to understand?**

- Easy to understand
- Neither easy nor difficult to understand
- Difficult to understand

Do you think this survey was biased?

- Yes, left-wing biased
- Yes, right-wing biased
- No, it did not feel biased

Do you have any comments or suggestions you would like to share with us? Is there anything you found unclear or confusing? Are there questions you missed in this survey?

Please let us know what you think. You greatly help us improve our research.

Please click the button below to be redirected to Prolific and register your submission.