



TOPLINE & METHODOLOGY

Ipsos Technology and Society Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: September 15 – September 22, 2021

Number of interviews: 1,022

Number of Republican interviews: 290

Number of Democrat interviews: 318

Number of Independents interviews: 319

Margin of error: +/-3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. How concerned are you, if at all, about the following topics?

Coronavirus or COVID-19	Total (N=1,022)	Republican (N=290)	Democrat (N=318)	Independent (N=319)
Very concerned	45	22	67	42
Somewhat concerned	31	33	27	31
Not very concerned	15	25	5	18
Not at all concerned	8	20	1	8
Don't know	1	-	-	*
Skipped	*	*	-	1
Total concerned (net)	76	55	94	74
Total not concerned (net)	23	45	6	25

The economy and jobs	Total	Republican	Democrat	Independent
Very concerned	41	48	42	34
Somewhat concerned	45	41	44	51
Not very concerned	10	7	11	12
Not at all concerned	3	4	3	1
Don't know	1	-	-	2
Skipped	*	-	-	1
Total concerned (net)	86	89	86	84
Total not concerned (net)	13	11	14	13

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1. How concerned are you, if at all, about the following topics?

Crime and public safety	Total	Republican	Democrat	Independent
Very concerned	47	50	47	46
Somewhat concerned	41	41	41	42
Not very concerned	10	7	10	11
Not at all concerned	1	2	1	-
Don't know	1	-	-	1
Skipped	*	-	1	-
Total concerned (net)	88	91	88	88
Total not concerned (net)	11	9	11	11

Climate change	Total	Republican	Democrat	Independent
Very concerned	41	11	69	38
Somewhat concerned	27	24	22	33
Not very concerned	16	33	6	14
Not at all concerned	14	32	2	13
Don't know	1	-	1	1
Skipped	*	*	*	*
Total concerned (net)	68	34	91	71
Total not concerned (net)	30	65	8	27

Social justice and racism	Total	Republican	Democrat	Independent
Very concerned	41	17	66	34
Somewhat concerned	32	31	29	35
Not very concerned	17	33	3	19
Not at all concerned	8	18	1	9
Don't know	2	*	-	2
Skipped	1	1	1	*
Total concerned (net)	73	48	95	70
Total not concerned (net)	25	51	4	28

Political bias with private-sector companies	Total	Republican	Democrat	Independent
Very concerned	33	42	30	31
Somewhat concerned	36	32	39	39
Not very concerned	19	18	20	18
Not at all concerned	6	5	5	7
Don't know	6	3	5	5
Skipped	*	-	*	-
Total concerned (net)	69	74	69	70
Total not concerned (net)	25	23	25	26

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1. How concerned are you, if at all, about the following topics?

Large businesses having too much power	Total	Republican	Democrat	Independent
Very concerned	38	31	46	36
Somewhat concerned	35	32	37	37
Not very concerned	19	25	14	18
Not at all concerned	5	10	3	5
Don't know	3	1	1	3
Skipped	-	-	-	-
Total concerned (net)	73	64	83	74
Total not concerned (net)	24	35	16	23

Disinformation, conspiracy theories, and fake news	Total	Republican	Democrat	Independent
Very concerned	51	47	60	51
Somewhat concerned	29	32	26	27
Not very concerned	12	14	9	13
Not at all concerned	6	6	4	7
Don't know	2	1	1	1
Skipped	*	*	1	*
Total concerned (net)	80	79	86	78
Total not concerned (net)	18	20	13	20

Hacking, malware, and data breaches	Total	Republican	Democrat	Independent
Very concerned	41	42	44	38
Somewhat concerned	46	45	46	49
Not very concerned	9	8	7	10
Not at all concerned	2	3	2	*
Don't know	2	*	1	2
Skipped	*	*	-	*
Total concerned (net)	87	88	90	87
Total not concerned (net)	11	12	9	11

Social media-driven radicalization	Total	Republican	Democrat	Independent
Very concerned	46	49	52	41
Somewhat concerned	32	30	31	38
Not very concerned	13	11	11	14
Not at all concerned	4	7	4	3
Don't know	3	2	2	3
Skipped	1	*	*	1
Total concerned (net)	79	80	83	79
Total not concerned (net)	17	18	15	17

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2. How familiar are you with the following events?

Former President Trump's social media accounts being suspended or removed following the January 6th riot at the U.S. Capitol	Total	Republican	Democrat	Independent
Very familiar	52	56	58	51
Somewhat familiar	26	24	26	27
Heard of, a little familiar	15	16	10	15
Have not heard of	5	3	4	5
Don't know	2	*	2	2
Skipped	*	*	*	*
Total familiar (net)	93	96	94	93

Tech company workers rejecting attempts to unionize	Total	Republican	Democrat	Independent
Very familiar	7	4	7	10
Somewhat familiar	21	19	23	22
Heard of, a little familiar	21	20	22	23
Have not heard of	44	54	40	39
Don't know	7	4	8	5
Skipped	*	-	1	-
Total familiar (net)	49	42	52	56

Driverless cars crashing, resulting in death and injury	Total	Republican	Democrat	Independent
Very familiar	14	13	16	12
Somewhat familiar	33	34	34	34
Heard of, a little familiar	32	31	30	35
Have not heard of	18	21	16	16
Don't know	3	-	4	2
Skipped	*	*	-	*
Total familiar (net)	79	78	80	82

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2. How familiar are you with the following events?

A major energy company getting hacked and shutting down service	Total	Republican	Democrat	Independent
Very familiar	22	23	24	22
Somewhat familiar	29	32	29	33
Heard of, a little familiar	21	20	19	25
Have not heard of	22	23	22	15
Don't know	5	2	4	5
Skipped	*	-	*	*
Total familiar (net)	73	75	73	79

Search engines censoring content in countries with autocratic regimes	Total	Republican	Democrat	Independent
Very familiar	17	20	15	19
Somewhat familiar	27	25	29	28
Heard of, a little familiar	20	19	19	25
Have not heard of	28	30	30	23
Don't know	7	6	7	5
Skipped	*	-	-	1
Total familiar (net)	65	64	63	71

Technology companies designing systems so competing software isn't compatible	Total	Republican	Democrat	Independent
Very familiar	12	7	13	16
Somewhat familiar	26	27	24	27
Heard of, a little familiar	23	25	23	23
Have not heard of	31	34	32	27
Don't know	8	6	8	7
Skipped	*	-	-	*
Total familiar (net)	60	59	60	66



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2. How familiar are you with the following events?

Tech leaders redirecting their wealth into charitable foundations	Total	Republican	Democrat	Independent
Very familiar	8	7	5	12
Somewhat familiar	27	24	29	29
Heard of, a little familiar	24	25	25	24
Have not heard of	34	43	32	29
Don't know	6	2	8	6
Skipped	*	-	1	*
Total familiar (net)	59	55	60	65

3. Do you have a favorable or unfavorable opinion of the following:

Technology companies	Total	Republican	Democrat	Independent
Very favorable	5	5	6	4
Somewhat favorable	20	14	24	20
Lean favorable	29	27	30	31
Lean unfavorable	16	19	14	15
Somewhat unfavorable	9	15	9	8
Very unfavorable	7	12	4	8
Don't know	13	7	13	13
Skipped	1	*	-	1
Total favorable (net)	53	46	60	55
Total unfavorable (net)	33	46	27	31

Big tech	Total	Republican	Democrat	Independent
Very favorable	3	3	3	3
Somewhat favorable	13	13	16	11
Lean favorable	23	15	26	27
Lean unfavorable	20	20	21	21
Somewhat unfavorable	12	15	11	12
Very unfavorable	11	20	5	11
Don't know	17	13	18	16
Skipped	1	*	*	-
Total favorable (net)	39	31	44	41
Total unfavorable (net)	43	55	37	43



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3. Do you have a favorable or unfavorable opinion of the following:

Social media companies	Total	Republican	Democrat	Independent
Very favorable	2	2	3	2
Somewhat favorable	12	10	16	10
Lean favorable	18	11	23	20
Lean unfavorable	21	22	20	20
Somewhat unfavorable	19	24	16	20
Very unfavorable	19	29	12	20
Don't know	8	2	9	8
Skipped	1	*	1	-
Total favorable (net)	32	23	42	32
Total unfavorable (net)	59	75	48	60

Democrats	Total	Republican	Democrat	Independent
Very favorable	13	1	34	4
Somewhat favorable	18	3	35	18
Lean favorable	15	4	17	20
Lean unfavorable	9	9	5	14
Somewhat unfavorable	9	13	1	14
Very unfavorable	24	67	2	16
Don't know	11	2	5	14
Skipped	1	*	-	1
Total favorable (net)	46	9	86	42
Total unfavorable (net)	43	89	9	44

Republicans	Total	Republican	Democrat	Independent
Very favorable	14	46	1	4
Somewhat favorable	12	26	4	11
Lean favorable	13	19	3	19
Lean unfavorable	13	3	15	18
Somewhat unfavorable	11	2	16	14
Very unfavorable	26	3	55	21
Don't know	11	2	6	12
Skipped	1	*	*	*
Total favorable (net)	39	91	8	34
Total unfavorable (net)	50	7	86	53

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4. There are two major ways that online services operate, they are...

- a) providing content free to consumers, supported by advertising and collecting information on users
- b) requiring a paid subscription to access content, supported by those users' subscription fees

Generally speaking, which setup do you prefer?

	Total	Republican	Democrat	Independent
Entirely free / ad supported	34	42	31	33
Mostly free / ad supported	33	27	37	34
Mostly paid subscription	11	11	13	9
Entirely paid subscription	5	8	3	6
Don't know	16	12	16	17
Skipped	1	*	-	-
Total free/ad supported (net)	67	69	68	67
Total paid subscription (net)	33	31	32	33

5a. If the information the company collected about you included your location, recent search activity, and browsing history, which economic model do you prefer?

Base: Split Sample	Total (N=525)	Republican (N=134)	Democrat (N=169)	Independent (N=163)
Entirely free / ad supported	28	29	23	30
Mostly free / ad supported	21	15	25	22
Mostly paid subscription	13	15	17	12
Entirely paid subscription	15	18	10	18
Don't know	23	23	24	19
Skipped	*	-	-	-
Total free/ad supported (net)	48	44	48	52
Total paid subscription (net)	52	56	52	48



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5b. If the information the company collected about you included your name, date of birth, and email address, which economic model do you prefer?

<i>Split Sample</i>	Total (N=497)	Republican (N=145)	Democrat (N=152)	Independent (N=156)
Entirely free / ad supported	22	20	25	21
Mostly free / ad supported	22	20	26	19
Mostly paid subscription	14	21	9	13
Entirely paid subscription	16	22	16	13
Don't know	26	16	24	34
Skipped	1	1	-	-
Total free/ad supported (net)	44	41	51	40
Total paid subscription (net)	56	59	49	60

6a. Donald Trump has said technology companies have gotten too powerful and show too much bias. He says there needs to be new rules and laws put in place to limit technology companies.

Do you support or oppose new rules and laws limiting what technology companies can do?

<i>Split Sample</i>	Total (N=311)	Republican (N=84)	Democrat (N=89)	Independent (N=103)
Strongly support	24	50	10	21
Somewhat support	39	38	39	44
Somewhat oppose	12	3	15	18
Strongly oppose	6	2	12	4
Don't know	18	6	25	13
Skipped	1	1	-	-
Total support (net)	63	88	48	65
Total oppose (net)	18	5	26	23



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- 6b. Joe Biden has said technology companies have gotten too powerful and show too much bias. He says there needs to be new rules and laws put in place to limit technology companies.

Do you support or oppose new rules and laws limiting what technology companies can do?

<i>Split Sample</i>	Total (N=334)	Republican (N=88)	Democrat (N=102)	Independent (N=111)
Strongly support	24	12	33	29
Somewhat support	34	27	42	34
Somewhat oppose	13	19	9	14
Strongly oppose	8	21	1	6
Don't know	21	21	15	16
Skipped	*	-	-	1
Total support (net)	58	39	75	63
Total oppose (net)	21	40	10	20

- 6c. Some have said technology companies have gotten too powerful and show too much bias. They say there needs to be new rules and laws put in place to limit technology companies.

Do you support or oppose new rules and laws limiting what technology companies can do?

<i>Split Sample</i>	Total (N=380)	Republican (N=118)	Democrat (N=127)	Independent (N=105)
Strongly support	28	31	28	28
Somewhat support	39	33	46	36
Somewhat oppose	12	13	15	12
Strongly oppose	4	5	4	1
Don't know	16	18	7	24
Skipped	-	-	-	-
Total support (net)	68	64	74	64
Total oppose (net)	16	18	19	13

7. How comfortable are you with sharing the following with tech companies?

Your email	Total	Republican	Democrat	Independent
Very comfortable	8	8	9	7
Somewhat comfortable	31	29	36	29
Somewhat uncomfortable	26	26	24	27
Very uncomfortable	31	34	28	33
Unsure	4	3	3	3
Skipped	*	*	-	-
Total comfortable (net)	39	37	45	37
Total uncomfortable (net)	57	59	52	60

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7. How comfortable are you with sharing the following with tech companies?

Your birthdate	Total	Republican	Democrat	Independent
Very comfortable	6	6	7	5
Somewhat comfortable	22	18	28	20
Somewhat uncomfortable	27	26	25	31
Very uncomfortable	41	47	37	41
Unsure	3	1	4	3
Skipped	1	1	-	*
Total comfortable (net)	28	24	35	25
Total uncomfortable (net)	68	74	61	72

Your location	Total	Republican	Democrat	Independent
Very comfortable	3	2	4	3
Somewhat comfortable	19	17	22	21
Somewhat uncomfortable	28	28	31	27
Very uncomfortable	45	51	40	46
Unsure	3	2	2	3
Skipped	1	*	1	*
Total comfortable (net)	22	19	26	24
Total uncomfortable (net)	74	79	71	73

Your address	Total	Republican	Democrat	Independent
Very comfortable	4	4	4	5
Somewhat comfortable	17	17	16	16
Somewhat uncomfortable	28	27	29	28
Very uncomfortable	47	50	47	48
Unsure	3	2	4	3
Skipped	1	1	1	1
Total comfortable (net)	21	21	20	20
Total uncomfortable (net)	75	76	75	76



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7. How comfortable are you with sharing the following with tech companies?

Your credit card information	Total	Republican	Democrat	Independent
Very comfortable	3	1	3	4
Somewhat comfortable	11	8	13	10
Somewhat uncomfortable	19	20	20	17
Very uncomfortable	65	69	62	66
Unsure	2	1	2	2
Skipped	*	*	-	-
Total comfortable (net)	13	9	16	14
Total uncomfortable (net)	84	89	82	83

Your cellphone number	Total	Republican	Democrat	Independent
Very comfortable	3	3	4	4
Somewhat comfortable	18	16	21	18
Somewhat uncomfortable	29	30	32	26
Very uncomfortable	46	49	41	49
Unsure	2	2	2	2
Skipped	1	1	-	*
Total comfortable (net)	22	19	25	22
Total uncomfortable (net)	75	79	73	75

Your search activity	Total	Republican	Democrat	Independent
Very comfortable	4	4	7	2
Somewhat comfortable	21	22	25	18
Somewhat uncomfortable	30	30	29	33
Very uncomfortable	41	41	38	45
Unsure	3	3	2	2
Skipped	1	*	*	-
Total comfortable (net)	25	26	31	20
Total uncomfortable (net)	72	71	66	78

Your browsing history	Total	Republican	Democrat	Independent
Very comfortable	4	4	4	3
Somewhat comfortable	19	20	23	16
Somewhat uncomfortable	30	28	31	31
Very uncomfortable	42	46	37	46
Unsure	3	2	3	3
Skipped	1	*	1	1
Total comfortable (net)	23	24	28	19
Total uncomfortable (net)	73	74	68	77

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8. When it comes to moderating problematic content on social media, which of the following is closer to your opinion?

	Total	Republican	Democrat	Independent
It is the individual social media company's responsibility to set rules and define problematic content	70	72	70	68
It is the government's responsibility to set rules and define problematic content	27	25	29	28
Skipped	3	3	*	3

9. Do you support or oppose the following policies?

Breaking up large, monopolistic, technology companies.	Total	Republican	Democrat	Independent
Strongly support	26	25	26	28
Somewhat support	39	43	39	40
Somewhat oppose	11	14	9	11
Strongly oppose	3	2	4	2
Don't know	21	16	22	17
Skipped	1	1	*	*
Total support (net)	64	67	65	69
Total oppose (net)	14	16	13	13

Making it harder for large companies to establish monopolies through acquiring competitor companies.	Total	Republican	Democrat	Independent
Strongly support	34	32	38	35
Somewhat support	37	43	38	38
Somewhat oppose	8	11	8	8
Strongly oppose	4	4	3	3
Don't know	15	10	12	15
Skipped	1	*	1	*
Total support (net)	72	75	76	74
Total oppose (net)	12	15	12	11

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9. Do you support or oppose the following policies?

Making it harder for big companies to force smaller companies out of business by copying their products and giving them away for free.	Total	Republican	Democrat	Independent
Strongly support	49	56	52	46
Somewhat support	23	21	20	29
Somewhat oppose	8	8	7	6
Strongly oppose	9	8	12	7
Don't know	10	6	8	12
Skipped	1	1	1	*
Total support (net)	72	77	72	75
Total oppose (net)	17	16	19	13

Net neutrality rules that prohibit internet service providers from blocking or restricting select web traffic.	Total	Republican	Democrat	Independent
Strongly support	30	27	31	33
Somewhat support	27	32	28	27
Somewhat oppose	11	13	10	10
Strongly oppose	6	6	7	5
Don't know	25	21	23	25
Skipped	1	1	1	-
Total support (net)	57	59	59	60
Total oppose (net)	17	19	17	15

Establishing a 'right to repair' law that allows consumers the full right to repair digital devices on their own.	Total	Republican	Democrat	Independent
Strongly support	36	34	37	41
Somewhat support	32	34	34	31
Somewhat oppose	5	7	5	4
Strongly oppose	2	1	2	1
Don't know	24	23	22	22
Skipped	1	1	*	1
Total support (net)	68	68	71	72
Total oppose (net)	7	8	7	5

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9. Do you support or oppose the following policies?

Government rules that limit what can be said on social media.	Total	Republican	Democrat	Independent
Strongly support	9	5	14	9
Somewhat support	22	15	31	19
Somewhat oppose	23	24	28	19
Strongly oppose	34	48	16	40
Don't know	12	8	10	12
Skipped	1	1	1	-
Total support (net)	30	19	45	28
Total oppose (net)	57	72	44	60

10. Do you agree or disagree with the following?

Technology is a good and important part of contemporary society.	Total	Republican	Democrat	Independent
Strongly agree	31	23	43	29
Somewhat agree	50	59	45	52
Somewhat disagree	7	7	5	9
Strongly disagree	3	3	2	3
Don't know	9	8	4	7
Skipped	1	*	*	-
Total agree (net)	81	82	88	81
Total disagree (net)	10	10	7	12

The tech sector is too essential to our daily lives, so significant change to it is unlikely.	Total	Republican	Democrat	Independent
Strongly agree	11	14	11	10
Somewhat agree	42	41	49	39
Somewhat disagree	20	18	20	23
Strongly disagree	8	8	5	10
Don't know	19	18	15	18
Skipped	1	1	1	1
Total agree (net)	53	55	60	49
Total disagree (net)	27	26	25	32

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10. Do you agree or disagree with the following?

The amount of political bias shown by the tech sector is a major problem.	Total	Republican	Democrat	Independent
Strongly agree	29	53	14	29
Somewhat agree	31	28	37	28
Somewhat disagree	14	4	21	17
Strongly disagree	4	2	5	4
Don't know	21	12	23	22
Skipped	1	1	*	-
Total agree (net)	60	81	52	57
Total disagree (net)	18	6	25	21

The amount of bad behavior the tech sector lets people get away with is a major problem.	Total	Republican	Democrat	Independent
Strongly agree	24	26	29	19
Somewhat agree	39	35	42	41
Somewhat disagree	11	13	7	14
Strongly disagree	4	5	3	5
Don't know	22	20	19	22
Skipped	1	*	*	-
Total agree (net)	63	61	72	60
Total disagree (net)	15	18	10	19

The amount of power black-box computer systems have over our lives is a major problem.	Total	Republican	Democrat	Independent
Strongly agree	15	18	11	15
Somewhat agree	36	40	35	36
Somewhat disagree	12	7	14	14
Strongly disagree	2	1	3	2
Don't know	35	32	37	32
Skipped	1	1	*	1
Total agree (net)	50	58	47	51
Total disagree (net)	14	9	16	16

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11. Do you agree or disagree with the following statements?

Social policies, such as affirmative action, discriminate unfairly against white people	Total	Republican	Democrat	Independent
Strongly agree	15	35	2	16
Somewhat agree	21	32	10	23
Neither agree nor disagree	21	19	19	22
Somewhat disagree	10	2	17	11
Strongly disagree	22	3	42	18
Don't know	11	6	10	11
Skipped	1	2	*	*
Total agree (net)	36	67	12	39
Total disagree (net)	32	6	59	28

People who talk about their conservative beliefs are often disrespected	Total	Republican	Democrat	Independent
Strongly agree	22	47	6	23
Somewhat agree	21	28	18	19
Neither agree nor disagree	27	16	35	30
Somewhat disagree	10	3	15	11
Strongly disagree	8	1	17	7
Don't know	11	5	9	10
Skipped	1	1	1	*
Total agree (net)	43	75	24	42
Total disagree (net)	18	3	32	18

When jobs are scarce, employers should prioritize hiring people of this country over immigrants	Total	Republican	Democrat	Independent
Strongly agree	28	53	14	28
Somewhat agree	18	21	18	17
Neither agree nor disagree	25	17	29	26
Somewhat disagree	11	5	18	9
Strongly disagree	12	3	18	14
Don't know	5	1	3	6
Skipped	1	1	*	*
Total agree (net)	46	74	31	45
Total disagree (net)	22	7	37	23



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11. Do you agree or disagree with the following statements?

The United States would be stronger if we stopped immigration	Total	Republican	Democrat	Independent
Strongly agree	11	24	4	10
Somewhat agree	16	29	8	15
Neither agree nor disagree	19	22	14	20
Somewhat disagree	16	14	18	16
Strongly disagree	30	7	50	33
Don't know	6	3	5	5
Skipped	1	1	*	1
Total agree (net)	27	54	12	26
Total disagree (net)	46	21	69	49

The American economy is rigged to advantage the rich and powerful	Total	Republican	Democrat	Independent
Strongly agree	36	18	50	37
Somewhat agree	29	30	33	30
Neither agree nor disagree	15	22	7	17
Somewhat disagree	7	15	2	6
Strongly disagree	5	10	2	4
Don't know	7	3	5	5
Skipped	1	1	1	*
Total agree (net)	65	48	83	66
Total disagree (net)	12	25	4	11

Traditional parties and politicians don't care about people like me	Total	Republican	Democrat	Independent
Strongly agree	35	34	27	42
Somewhat agree	33	39	36	30
Neither agree nor disagree	16	17	17	15
Somewhat disagree	6	5	10	4
Strongly disagree	2	1	4	*
Don't know	7	4	5	7
Skipped	1	1	1	1
Total agree (net)	68	73	63	72
Total disagree (net)	8	6	14	5

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11. Do you agree or disagree with the following statements?

The mainstream media is more interested in making money than telling the truth	Total	Republican	Democrat	Independent
Strongly agree	43	67	26	41
Somewhat agree	26	21	31	28
Neither agree nor disagree	14	8	20	14
Somewhat disagree	8	1	14	8
Strongly disagree	3	1	6	4
Don't know	5	1	3	5
Skipped	1	1	*	-
Total agree (net)	69	89	57	69
Total disagree (net)	11	2	20	12

These days I feel like a stranger in my own country	Total	Republican	Democrat	Independent
Strongly agree	16	23	10	19
Somewhat agree	30	37	25	29
Neither agree nor disagree	21	16	21	24
Somewhat disagree	13	13	16	10
Strongly disagree	15	8	23	13
Don't know	5	1	5	5
Skipped	1	1	1	-
Total agree (net)	45	60	35	49
Total disagree (net)	27	21	39	22

The United States is in decline	Total	Republican	Democrat	Independent
Strongly agree	25	37	13	26
Somewhat agree	37	40	39	37
Neither agree nor disagree	18	12	21	19
Somewhat disagree	7	4	10	9
Strongly disagree	6	3	10	3
Don't know	7	3	7	6
Skipped	1	1	1	*
Total agree (net)	62	77	52	63
Total disagree (net)	13	7	19	11



TOPLINE & METHODOLOGY

11. Do you agree or disagree with the following statements?

Faith and religion are important parts of American life	Total	Republican	Democrat	Independent
Strongly agree	34	57	24	27
Somewhat agree	23	23	22	28
Neither agree nor disagree	20	12	21	26
Somewhat disagree	9	5	12	9
Strongly disagree	10	1	18	7
Don't know	4	1	2	4
Skipped	1	1	1	-
Total agree (net)	56	80	46	55
Total disagree (net)	18	6	30	16

Traditional family structures, with a wage-earning father and home-making mother, best equips children to succeed	Total	Republican	Democrat	Independent
Strongly agree	17	30	10	15
Somewhat agree	20	32	13	20
Neither agree nor disagree	23	21	24	26
Somewhat disagree	11	8	14	12
Strongly disagree	21	6	35	22
Don't know	6	2	4	6
Skipped	1	1	1	-
Total agree (net)	38	62	22	35
Total disagree (net)	33	14	50	33

The U.S. government should cut social programs in order to lower taxes	Total	Republican	Democrat	Independent
Strongly agree	11	21	5	12
Somewhat agree	17	33	9	13
Neither agree nor disagree	20	23	17	21
Somewhat disagree	15	12	15	18
Strongly disagree	25	3	48	25
Don't know	10	6	7	10
Skipped	1	2	*	-
Total agree (net)	28	54	13	25
Total disagree (net)	41	15	63	43

TOPLINE & METHODOLOGY

11. Do you agree or disagree with the following statements?

Government should take a more active role in policing private-sector misbehavior	Total	Republican	Democrat	Independent
Strongly agree	13	10	18	11
Somewhat agree	25	20	33	26
Neither agree nor disagree	28	25	28	29
Somewhat disagree	12	18	7	14
Strongly disagree	10	20	3	8
Don't know	11	6	11	11
Skipped	1	1	1	*
Total agree (net)	38	29	51	37
Total disagree (net)	22	38	10	22

Expanding trade is a good thing	Total	Republican	Democrat	Independent
Strongly agree	28	22	32	30
Somewhat agree	40	40	44	42
Neither agree nor disagree	17	20	13	18
Somewhat disagree	3	4	3	3
Strongly disagree	1	4	0	1
Don't know	9	9	8	6
Skipped	1	1	*	-
Total agree (net)	68	62	76	72
Total disagree (net)	5	8	3	4

The United States should work to remain the leading democracy in the world	Total	Republican	Democrat	Independent
Strongly agree	43	63	41	39
Somewhat agree	27	19	34	28
Neither agree nor disagree	19	12	21	19
Somewhat disagree	2	1	2	4
Strongly disagree	1	1	*	2
Don't know	6	4	2	9
Skipped	1	1	*	*
Total agree (net)	70	81	75	66
Total disagree (net)	4	2	3	6

TOPLINE & METHODOLOGY

12. Have you ever experienced the following?

Had a social media post flagged, reported, or removed by a social media company.	Total	Republican	Democrat	Independent
Yes	16	21	12	17
No	78	74	82	77
Don't know	6	5	6	6
Skipped	-	-	-	-

Had your personal information involved in a data leak.	Total	Republican	Democrat	Independent
Yes	47	47	43	51
No	36	36	41	31
Don't know	17	17	16	18
Skipped	*	-	-	-

Had a computer, cellphone, tablet, or other internet connected device hacked.	Total	Republican	Democrat	Independent
Yes	25	27	23	23
No	58	57	64	55
Don't know	17	16	12	21
Skipped	*	-	*	-

13. Of the choices listed below, which is your main source of television news about current events and politics?

	Total	Republican	Democrat	Independent
FOX News	13	30	4	10
CNN	11	1	22	9
MSNBC	4	1	10	4
ABC	10	6	11	12
CBS	8	7	11	6
NBC	9	8	12	8
Public Television (e.g. PBS)	5	1	6	7
Newsmax or OAN	3	8	*	3
Other	11	9	8	14
None of the above	26	28	17	27
Skipped	1	1	*	-

TOPLINE & METHODOLOGY

14. On average, how many hours a day, if any, do you spend doing the following...

Watching, reading, or listening to cable news	Total	Republican	Democrat	Independent
None or almost none	48	50	41	53
1	29	30	34	28
2-3	15	15	16	15
4-5	3	3	4	3
6-8	1	*	2	1
9 or more hours	1	1	3	-
Skipped	1	*	1	-

Reading online news sites	Total	Republican	Democrat	Independent
None or almost none	36	40	30	34
1	42	40	46	46
2-3	15	14	17	14
4-5	4	2	4	5
6-8	1	2	2	1
9 or more hours	1	1	1	-
Skipped	1	1	-	-

Reading or posting on social media	Total	Republican	Democrat	Independent
None or almost none	34	38	29	38
1	33	31	33	35
2-3	23	25	24	19
4-5	7	3	11	5
6-8	1	1	2	2
9 or more hours	1	1	1	1
Skipped	1	*	*	1

Using a computer or tablet device	Total	Republican	Democrat	Independent
None or almost none	13	15	10	13
1	16	15	16	16
2-3	26	29	25	24
4-5	17	17	17	17
6-8	15	13	16	18
9 or more hours	12	10	16	11
Skipped	1	2	*	1

TOPLINE & METHODOLOGY

14. On average, how many hours a day, if any, do you spend doing the following...

Using a smartphone	Total	Republican	Democrat	Independent
None or almost none	10	10	8	12
1	17	20	17	16
2-3	31	33	32	30
4-5	21	21	20	21
6-8	10	8	11	9
9 or more hours	11	8	12	11
Skipped	1	1	*	1

15. Do you have a favorable or unfavorable opinion of the following:

Amazon	Total	Republican	Democrat	Independent
Very favorable	21	19	26	18
Somewhat favorable	25	24	27	26
Lean favorable	24	30	20	24
Lean unfavorable	9	9	8	12
Somewhat unfavorable	7	7	6	8
Very unfavorable	6	5	6	6
Don't know	7	6	6	6
Skipped	2	1	*	1
Total favorable (net)	70	72	74	68
Total unfavorable (net)	22	21	20	26

Apple	Total	Republican	Democrat	Independent
Very favorable	13	8	20	9
Somewhat favorable	18	15	21	20
Lean favorable	22	22	24	23
Lean unfavorable	11	15	9	11
Somewhat unfavorable	9	11	5	10
Very unfavorable	8	11	5	8
Don't know	19	17	16	19
Skipped	1	1	*	1
Total favorable (net)	52	45	64	52
Total unfavorable (net)	28	37	19	29



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15. Do you have a favorable or unfavorable opinion of the following:

Facebook	Total	Republican	Democrat	Independent
Very favorable	10	6	14	7
Somewhat favorable	15	14	17	11
Lean favorable	20	20	23	20
Lean unfavorable	14	16	13	15
Somewhat unfavorable	13	12	12	15
Very unfavorable	20	25	16	20
Don't know	8	6	6	10
Skipped	1	*	*	1
Total favorable (net)	45	40	54	39
Total unfavorable (net)	46	53	40	50

Google	Total	Republican	Democrat	Independent
Very favorable	22	12	33	18
Somewhat favorable	26	25	31	26
Lean favorable	26	24	26	28
Lean unfavorable	7	9	3	10
Somewhat unfavorable	5	9	4	5
Very unfavorable	6	13	1	6
Don't know	7	7	3	7
Skipped	1	1	*	*
Total favorable (net)	74	61	89	72
Total unfavorable (net)	18	31	8	20

Instagram	Total	Republican	Democrat	Independent
Very favorable	7	3	13	5
Somewhat favorable	12	8	16	14
Lean favorable	21	21	22	20
Lean unfavorable	10	13	8	10
Somewhat unfavorable	8	8	8	9
Very unfavorable	12	15	8	13
Don't know	29	31	25	29
Skipped	1	*	-	1
Total favorable (net)	40	32	51	39
Total unfavorable (net)	30	37	24	31



TOPLINE & METHODOLOGY

15. Do you have a favorable or unfavorable opinion of the following:

LinkedIn	Total	Republican	Democrat	Independent
Very favorable	5	3	7	6
Somewhat favorable	12	9	15	15
Lean favorable	19	20	19	18
Lean unfavorable	6	4	8	5
Somewhat unfavorable	5	7	3	5
Very unfavorable	4	5	4	3
Don't know	48	50	42	47
Skipped	1	1	1	*
Total favorable (net)	36	32	41	39
Total unfavorable (net)	15	16	15	13

Microsoft	Total	Republican	Democrat	Independent
Very favorable	11	9	15	9
Somewhat favorable	22	20	28	21
Lean favorable	27	26	26	31
Lean unfavorable	10	12	8	12
Somewhat unfavorable	6	9	4	6
Very unfavorable	5	8	3	5
Don't know	18	16	16	16
Skipped	1	1	*	1
Total favorable (net)	60	54	70	61
Total unfavorable (net)	21	29	14	23

Twitter	Total	Republican	Democrat	Independent
Very favorable	4	1	7	3
Somewhat favorable	9	4	14	9
Lean favorable	13	8	17	11
Lean unfavorable	14	12	14	16
Somewhat unfavorable	11	12	9	11
Very unfavorable	19	30	12	20
Don't know	30	32	27	30
Skipped	1	*	1	*
Total favorable (net)	26	14	38	23
Total unfavorable (net)	44	54	34	47



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15. Do you have a favorable or unfavorable opinion of the following:

YouTube	Total	Republican	Democrat	Independent
Very favorable	20	16	27	16
Somewhat favorable	25	23	29	25
Lean favorable	25	25	25	28
Lean unfavorable	8	10	4	8
Somewhat unfavorable	6	6	4	7
Very unfavorable	4	8	3	2
Don't know	11	12	6	11
Skipped	1	1	1	1
Total favorable (net)	70	64	82	70
Total unfavorable (net)	17	23	11	18



TOPLINE & METHODOLOGY

About the Study

This Ipsos poll was conducted September 15th to September 22nd, 2021 by Ipsos using our KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,022 general population adults age 18 or older. The sample includes 290 Republicans, 318 Democrats, and 319 Independents.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households are randomly sampled from all available households in the U.S. All persons in selected households are invited to join and participate in KnowledgePanel. Ipsos provides selected households that do not already have internet access a tablet and internet connection at no cost to them. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methods, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English and Spanish. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status and household income. The demographic benchmarks came from 2019 American Community Survey (ACS) from the US Census Bureau. The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)



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The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error is plus or minus 6.2 percentage points for Republicans, 6.0 percentage points for Democrats, and 6.0 percentage points for Independents at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.18 for all adults, 1.14 for Republicans, 1.17 for Democrats, and 1.19 for Independents. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com



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Ipsos Technology and Society Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: October 8 – October 11, 2021

Number of interviews: 1,016

Number of Republican interviews: 302

Number of Democrat interviews: 300

Number of Independents interviews: 312

Margin of error: +/-3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

2. Do the following generally have a good or bad impact on the lives of average Americans?

Technology industry	Total (N=1,016)	Republican (N=302)	Democrat (N=300)	Independent (N=312)
Very good	8	8	8	8
Mostly good	24	22	27	23
More good than bad	41	38	45	42
More bad than good	19	23	12	21
Mostly bad	5	4	5	3
Very bad	2	3	1	3
Refused	2	2	1	1
Good (net)	73	68	81	73
Bad (net)	26	31	19	27

Financial industry	Total	Republican	Democrat	Independent
Very good	4	4	4	4
Mostly good	13	20	11	12
More good than bad	39	41	40	38
More bad than good	29	23	31	33
Mostly bad	9	7	10	9
Very bad	3	3	2	4
Refused	3	2	2	1
Good (net)	56	65	56	54
Bad (net)	41	33	42	46

TOPLINE & METHODOLOGY

2. Do the following generally have a good or bad impact on the lives of average Americans?

Automotive industry	Total	Republican	Democrat	Independent
Very good	4	5	4	5
Mostly good	26	31	25	24
More good than bad	45	44	45	50
More bad than good	17	14	21	17
Mostly bad	4	3	4	3
Very bad	2	2	1	1
Refused	2	1	1	1
Good (net)	75	80	73	78
Bad (net)	23	19	26	21

Small businesses	Total	Republican	Democrat	Independent
Very good	22	27	18	25
Mostly good	40	42	44	38
More good than bad	27	23	29	30
More bad than good	6	4	5	5
Mostly bad	2	2	2	3
Very bad	1	2	*	*
Refused	2	1	2	1
Good (net)	90	91	91	92
Bad (net)	8	8	7	8

National news media	Total	Republican	Democrat	Independent
Very good	2	1	3	3
Mostly good	11	8	14	10
More good than bad	26	10	47	22
More bad than good	29	32	26	28
Mostly bad	14	21	7	16
Very bad	16	28	2	20
Refused	2	1	2	1
Good (net)	39	19	64	35
Bad (net)	59	81	34	64



TOPLINE & METHODOLOGY

1. Do the following generally have a good or bad impact on the lives of average Americans?

Elected officials	Total	Republican	Democrat	Independent
Very good	2	-	3	3
Mostly good	7	5	7	8
More good than bad	27	18	42	23
More bad than good	36	38	34	37
Mostly bad	14	20	7	16
Very bad	12	18	6	12
Refused	2	1	1	1
Good (net)	35	24	52	34
Bad (net)	62	75	47	65

2. How should the federal government prioritize the following? Please rank each item with 1 being the first priority and 5 being the last priority.

Regulating the technology sector and social media	Total	Republican	Democrat	Independent
1	9	13	7	8
2	12	17	8	14
3	15	20	13	14
4	20	19	19	22
5	37	25	45	37
Refused	6	5	7	6
Top 2 Box (net)	21	30	16	22
Bottom 2 Box (net)	57	45	65	59

Rebuilding and investing in U.S. infrastructure	Total	Republican	Democrat	Independent
1	20	23	17	24
2	25	31	20	23
3	22	21	22	22
4	17	14	21	15
5	8	6	11	7
Refused	9	6	10	8
Top 2 Box (net)	44	54	36	47
Bottom 2 Box (net)	25	19	32	23



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3. How should the federal government prioritize the following? Please rank each item with 1 being the first priority and 5 being the last priority.

Investing in clean energy and fighting climate change	Total	Republican	Democrat	Independent
1	20	12	31	19
2	16	12	19	18
3	21	22	17	22
4	17	21	15	17
5	18	29	11	18
Refused	7	4	8	7
Top 2 Box (net)	37	24	50	37
Bottom 2 Box (net)	35	50	26	35

Providing free or reduced cost childcare, pre-K, and up to 2 years of community college	Total	Republican	Democrat	Independent
1	11	6	16	10
2	15	12	20	13
3	18	19	20	19
4	26	31	22	29
5	21	29	15	21
Refused	8	4	8	9
Top 2 Box (net)	27	18	36	22
Bottom 2 Box (net)	47	60	36	50

Reducing healthcare and prescription drug costs	Total	Republican	Democrat	Independent
1	34	43	25	33
2	24	22	25	24
3	17	14	21	17
4	12	9	15	9
5	7	8	7	7
Refused	7	5	8	9
Top 2 Box (net)	57	64	50	58
Bottom 2 Box (net)	18	17	21	17

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4. Have the following technologies had a good or bad impact on your life?

Search engines and the ability to find things on the internet	Total	Republican	Democrat	Independent
Very good	31	28	37	30
Mostly good	31	30	33	29
More good than bad	25	30	22	27
More bad than good	5	5	4	6
Mostly bad	2	1	*	2
Very bad	1	1	-	2
Not applicable	4	4	4	3
Refused	2	1	1	1
Good (net)	88	89	91	86
Bad (net)	7	7	4	10

Video chat or conference systems	Total	Republican	Democrat	Independent
Very good	17	14	22	15
Mostly good	29	25	34	28
More good than bad	26	26	25	26
More bad than good	6	7	3	7
Mostly bad	1	3	1	1
Very bad	1	1	1	2
Not applicable	19	23	14	21
Refused	2	1	1	1
Good (net)	71	65	80	68
Bad (net)	9	11	5	10

Social media	Total	Republican	Democrat	Independent
Very good	5	2	8	3
Mostly good	11	10	12	12
More good than bad	29	29	31	28
More bad than good	24	20	23	27
Mostly bad	10	12	9	9
Very bad	8	10	4	10
Not applicable	12	15	13	9
Refused	2	1	1	1
Good (net)	45	42	51	43
Bad (net)	42	43	35	46

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3. Have the following technologies had a good or bad impact on your life?

Online stores and marketplaces	Total	Republican	Democrat	Independent
Very good	22	24	22	22
Mostly good	32	34	33	30
More good than bad	30	27	27	33
More bad than good	6	5	7	4
Mostly bad	1	1	*	2
Very bad	1	1	-	2
Not applicable	8	8	10	7
Refused	2	1	1	1
Good (net)	83	85	82	85
Bad (net)	7	7	8	7

Streaming video and entertainment systems	Total	Republican	Democrat	Independent
Very good	19	15	22	20
Mostly good	31	33	35	29
More good than bad	25	25	26	26
More bad than good	7	6	4	9
Mostly bad	2	1	1	3
Very bad	1	1	1	1
Not applicable	13	18	11	11
Refused	2	1	2	1
Good (net)	76	73	83	75
Bad (net)	10	8	5	14

4. If you had to choose between the following, which would you choose?

	Total	Republican	Democrat	Independent
Keep the technology sector as it is now, with all the good and bad that entails.	61	57	67	61
Have a dramatically smaller tech sector, with less of the good and less of the bad.	36	41	30	35
Refused	3	2	3	3



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About the Study

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- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error is plus or minus 6.9 percentage points for Republicans, 6.9 percentage points for Democrats, and 6.8 percentage points for Independents at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.18 for all adults, 1.14 for Republicans, 1.17 for Democrats, and 1.19 for Independents. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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