A new piece of legislation - the Digital Markets, Competition, and Consumer Bill (DMCC) - is currently being debated in Parliament. It seeks to enhance consumer protection and limit the dominance of the largest tech companies.

The Bill could force app stores to enable companies to share information in-app with consumers on new deals and features.

Total		Weighted Base	Unweighted Base	Total benefit	Definitely benefit consumers	Somewhat benefit consumers	Neither benefit nor harm consumers	Somewhat harm consumers	Definitely harm consumers	Don't know	Total harm
	Total	1502	1502	56%	21%	35%	21%	4%	2%	16%	6%
	Male	726	692	60%	24%	36%	22%	4%	2%	11%	6%
	Female	776	803	53%	19%	34%	20%	4%	3%	21%	7%
	18 to 24	157	131	58%	25%	33%	20%	2%	2%	17%	4%
	25 to 34	256	267	62%	27%	35%	19%	4%	3%	12%	7%
	35 to 44	245	256	50%	18%	33%	25%	5%	2%	18%	7%
	45 to 54	251	249	58%	15%	43%	22%	4%	2%	14%	6%
	55 to 64	240	226	56%	22%	34%	20%	4%	3%	16%	7%
	65 to 74	189	203	53%	21%	32%	25%	3%	2%	16%	6%
	75 or older	163	170	57%	23%	34%	14%	5%	1%	24%	5%
	East of England	142	128	63%	19%	44%	25%	3%	0%	10%	3%
	East Midlands	110	113	56%	20%	37%	26%	2%	2%	13%	4%
	London	195	202	65%	32%	33%	18%	1%	3%	13%	4%
	North East	60	63	51%	21%	30%	20%	4%	0%	25%	4%
	Northern Ireland	41	42	62%	26%	36%	18%	4%	2%	14%	6%
	North West	166	172	56%	18%	39%	18%	6%	3%	16%	9%
	Scotland	126	133	55%	18%	37%	24%	5%	2%	14%	7%
	South East	208	186	57%	21%	36%	18%	4%	2%	19%	6%
	South West	130	126	55%	12%	43%	20%	4%	2%	19%	6%
	Wales	70	76	55%	35%	21%	18%	5%	4%	17%	10%
	West Midlands	132	134	51%	21%	30%	26%	6%	3%	14%	9%
	Yorkshire and the Humber	122	127	44%	17%	26%	22%	4%	3%	27%	7%
	Degree	449	445	66%	28%	38%	18%	4%	3%	9%	7%
	No degree	1053	1057	52%	19%	34%	22%	4%	2%	20%	6%
	Conservative	442	508	63%	23%	40%	18%	4%	1%	14%	5%
	Labour	325	422	58%	21%	36%	23%	3%	3%	14%	6%
	Liberal Democrats	117	102	74%	32%	42%	12%	3%	2%	9%	5%
	Green	26	50	62%	33%	30%	28%	2%	6%	2%	8%
	SNP	39	47	54%	14%	40%	27%	4%	2%	13%	6%
	Other	63	66	65%	42%	23%	21%	3%	3%	9%	6%
	DNV	488	307	44%	15%	29%	24%	5%	3%	24%	8%
	Remain	594	661	63%	23%	40%	19%	3%	2%	12%	5%
	Leave	509	548	58%	24%	34%	19%	6%	1%	16%	7%
	Did not vote	365	268	45%	14%	30%	26%	3%	3%	24%	6%
	Don't know	34	25	39%	27%	11%	25%	5%	11%	21%	16%

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The Bill could force app stores to reduce the commission fees they charge companies when consumers make in-app purchases.

To what extent do you think this aspect of the Bill will benefit consumers?

Total		Weighted Base	Unweighted Base	Total benefit	Definitely benefit consumers	Somewhat benefit consumers	Neither benefit nor harm consumers	Somewhat harm consumers	Definitely harm consumers	Don't know	Total harm
	Total	1502	1502	47%	17%	30%	25%	8%	3%	17%	11%
	Male	726	692	50%	18%	32%	27%	9%	4%	10%	13%
	Female	776	803	44%	15%	29%	24%	7%	2%	24%	9%
	18 to 24	157	131	38%	15%	23%	26%	14%	5%	17%	19%
	25 to 34	256	267	48%	16%	32%	26%	10%	5%	12%	14%
	35 to 44	245	256	37%	13%	24%	31%	11%	4%	16%	16%
	45 to 54	251	249	47%	15%	32%	26%	7%	3%	17%	10%
	55 to 64	240	226	57%	20%	37%	22%	5%	2%	15%	6%
	65 to 74	189	203	47%	21%	27%	28%	3%	2%	20%	5%
	75 or older	163	170	51%	17%	35%	15%	5%	2%	26%	7%
	East of England	142	128	49%	18%	32%	34%	8%	1%	8%	9%
	East Midlands	110	113	47%	17%	30%	25%	8%	1%	19%	8%
	London	195	202	53%	21%	32%	22%	8%	4%	13%	12%
	North East	60	63	45%	18%	26%	24%	12%	4%	16%	16%
	Northern Ireland	41	42	43%	16%	27%	31%	10%	2%	14%	12%
	North West	166	172	48%	14%	34%	25%	8%	3%	15%	11%
	Scotland	126	133	44%	14%	30%	25%	7%	3%	20%	10%
	South East	208	186	49%	16%	33%	19%	8%	3%	21%	11%
	South West	130	126	49%	16%	33%	27%	2%	2%	19%	5%
	Wales	70	76	52%	21%	31%	20%	4%	3%	21%	7%
	West Midlands	132	134	39%	12%	27%	30%	12%	7%	12%	19%
	Yorkshire and the Humber	122	127	35%	14%	21%	25%	8%	4%	27%	13%
	Degree	449	445	58%	23%	35%	23%	7%	2%	10%	9%
	No degree	1053	1057	42%	14%	28%	26%	8%	4%	20%	12%
	Conservative	442	508	57%	18%	39%	22%	6%	2%	13%	8%
	Labour	325	422	46%	17%	30%	26%	10%	5%	13%	15%
	Liberal Democrats	117	102	53%	24%	29%	21%	12%	2%	12%	14%
	Green	26	50	55%	26%	29%	24%	9%	8%	4%	17%
	SNP	39	47	51%	11%	40%	26%	3%	5%	16%	7%
	Other	63	66	44%	20%	23%	27%	12%	6%	12%	18%
	DNV	488	307	36%	13%	23%	28%	7%	3%	26%	10%
	Remain	594	661	52%	18%	34%	25%	8%	3%	12%	11%
	Leave	509	548	50%	18%	31%	22%	8%	3%	17%	11%
	Did not vote	365	268	37%	11%	26%	30%	6%	4%	23%	10%
	Don't know	34	25	26%	23%	3%	22%	22%	6%	24%	28%

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The Bill could force app stores to give companies more freedom on how they develop and upgrade their apps.

To what extent do you think this aspect of the Bill will benefit consumers?

Total

	Weighted Base	Unweighted Base	Total benefit	Definitely benefit consumers	Somewhat benefit consumers	Neither benefit nor harm consumers	Somewhat harm consumers	Definitely harm consumers	Don't know	Total harm
Total	1502	1502	45%	15%	30%	27%	7%	3%	18%	10%
Male	726	692	51%	18%	33%	26%	9%	3%	11%	13%
Female	776	803	39%	11%	28%	29%	5%	2%	24%	7%
18 to 24	157	131	45%	15%	30%	31%	7%	1%	17%	8%
25 to 34	256	267	47%	17%	30%	28%	9%	4%	13%	12%
35 to 44	245	256	37%	11%	25%	31%	13%	2%	18%	15%
45 to 54	251	249	45%	12%	33%	32%	6%	3%	14%	9%
55 to 64	240	226	52%	18%	34%	22%	4%	2%	19%	6%
65 to 74	189	203	43%	12%	31%	28%	5%	4%	21%	9%
75 or older	163	170	45%	17%	28%	19%	5%	3%	28%	8%
East of England	142	128	54%	17%	37%	26%	8%	1%	11%	8%
East Midlands	110	113	44%	12%	32%	31%	5%	1%	20%	5%
London	195	202	54%	23%	31%	26%	7%	2%	11%	9%
North East	60	63	42%	17%	25%	28%	7%	5%	18%	12%
Northern Ireland	41	42	48%	20%	29%	22%	4%	8%	18%	11%
North West	166	172	44%	13%	32%	29%	5%	4%	18%	9%
Scotland	126	133	44%	16%	28%	26%	7%	1%	22%	9%
South East	208	186	42%	12%	30%	28%	7%	3%	20%	10%
South West	130	126	44%	6%	37%	26%	8%	1%	22%	9%
Wales	70	76	40%	18%	22%	26%	6%	1%	27%	7%
West Midlands	132	134	45%	12%	33%	30%	10%	6%	9%	16%
Yorkshire and the Humber	122	127	32%	11%	21%	28%	10%	3%	27%	14%
Degree	449	445	58%	21%	37%	27%	4%	2%	9%	6%
No degree	1053	1057	39%	12%	28%	28%	9%	3%	21%	12%
Conservative	442	508	49%	13%	36%	26%	8%	2%	14%	10%
Labour	325	422	47%	15%	32%	27%	8%	3%	15%	11%
Liberal Democrats	117	102	61%	19%	41%	22%	5%	1%	11%	6%
Green	26	50	59%	27%	32%	28%	7%	4%	2%	11%
SNP	39	47	48%	15%	33%	29%	2%	4%	17%	7%
Other	63	66	41%	21%	21%	32%	6%	3%	18%	9%
DNV	488	307	35%	13%	23%	28%	7%	3%	26%	10%
Remain	594	661	52%	16%	36%	26%	7%	2%	13%	9%
Leave	509	548	46%	15%	31%	25%	7%	3%	20%	10%
Did not vote	365	268	33%	11%	22%	32%	9%	2%	23%	11%
Don't know	34	25	28%	16%	12%	36%	3%	10%	24%	12%

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Smaller tech companies argue that this Bill will help promote competition, but large tech companies warn that it could reduce innovation.

Based on this information and your understanding of the Bill, do you support or oppose it?

Total		Weighted Base	Unweighted Base	Total support	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total oppose
	Total	1502	1502	46%	13%	33%	44%	5%	6%	10%
	Male	726	692	53%	17%	35%	39%	5%	3%	8%
	Female	776	803	40%	10%	31%	47%	4%	8%	12%
	18 to 24	157	131	49%	18%	31%	39%	4%	8%	12%
	25 to 34	256	267	52%	16%	36%	33%	7%	7%	14%
	35 to 44	245	256	41%	10%	31%	46%	6%	7%	13%
	45 to 54	251	249	46%	12%	35%	48%	2%	3%	5%
	55 to 64	240	226	51%	13%	38%	40%	4%	5%	9%
	65 to 74	189	203	40%	12%	29%	50%	7%	3%	9%
	75 or older	163	170	41%	12%	28%	50%	3%	6%	9%
	East of England	142	128	59%	20%	39%	33%	4%	4%	8%
	East Midlands	110	113	47%	12%	35%	45%	3%	5%	8%
	London	195	202	58%	24%	33%	29%	9%	5%	14%
	North East	60	63	45%	10%	35%	45%	1%	9%	10%
	Northern Ireland	41	42	51%	10%	40%	34%	0%	15%	15%
	North West	166	172	43%	11%	32%	49%	3%	5%	8%
	Scotland	126	133	40%	11%	30%	48%	5%	6%	11%
	South East	208	186	45%	16%	29%	47%	4%	4%	8%
	South West	130	126	40%	6%	34%	45%	8%	7%	15%
	Wales	70	76	36%	8%	28%	54%	5%	6%	10%
	West Midlands	132	134	47%	9%	38%	42%	6%	5%	11%
	Yorkshire and the Humber	122	127	37%	8%	28%	55%	2%	6%	8%
	Degree	449	445	60%	19%	41%	31%	4%	4%	9%
	No degree	1053	1057	40%	11%	29%	49%	5%	6%	11%
	Conservative	442	508	47%	14%	33%	46%	3%	3%	7%
	Labour	325	422	51%	14%	37%	38%	4%	6%	11%
	Liberal Democrats	117	102	61%	19%	41%	35%	3%	1%	4%
	Green	26	50	63%	28%	35%	29%	6%	2%	8%
	SNP	39	47	51%	4%	47%	38%	6%	4%	10%
	Other	63	66	50%	19%	30%	39%	4%	7%	11%
	DNV	488	307	37%	9%	27%	49%	6%	8%	14%
	Remain	594	661	50%	14%	36%	39%	6%	5%	11%
	Leave	509	548	48%	16%	32%	45%	3%	4%	7%
	Did not vote	365	268	38%	8%	30%	48%	5%	9%	14%
	Don't know	34	25	40%	14%	26%	44%	9%	7%	16%

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Do you think consumers would benefit from the Government doing more or less to regulate tech companies (such as Google, Apple, Meta/Facebook, Amazon and Microsoft) to make them compete fairly for your business, or are they already doing the right amount?

Total

	Weighted Base	Unweighted Base	Consumers would benefit from the Government doing more	The Government is doing the right amount	Consumers would benefit from the Government doing less	Don't know
Total	1502	1502	40%	26%	11%	23%
Male	726	692	38%	32%	13%	17%
Female	776	803	42%	21%	10%	28%
18 to 24	157	131	30%	36%	15%	19%
25 to 34	256	267	36%	30%	15%	20%
35 to 44	245	256	28%	37%	12%	23%
45 to 54	251	249	44%	24%	10%	22%
55 to 64	240	226	46%	18%	9%	27%
65 to 74	189	203	54%	17%	7%	21%
75 or older	163	170	43%	21%	12%	24%
East of England	142	128	42%	26%	12%	19%
East Midlands	110	113	49%	16%	11%	24%
London	195	202	36%	32%	13%	18%
North East	60	63	36%	28%	11%	25%
Northern Ireland	41	42	43%	36%	12%	10%
North West	166	172	37%	26%	14%	23%
Scotland	126	133	43%	23%	7%	27%
South East	208	186	44%	29%	9%	18%
South West	130	126	37%	25%	9%	28%
Wales	70	76	31%	20%	10%	40%
West Midlands	132	134	40%	25%	15%	20%
Yorkshire and the Humber	122	127	38%	28%	10%	24%
Degree	449	445	47%	29%	8%	16%
No degree	1053	1057	37%	25%	12%	25%
Conservative	442	508	44%	30%	10%	15%
Labour	325	422	46%	25%	12%	18%
Liberal Democrats	117	102	41%	32%	15%	13%
Green	26	50	35%	43%	16%	6%
SNP	39	47	49%	24%	7%	20%
Other	63	66	36%	29%	13%	22%
DNV	488	307	32%	22%	11%	35%
Remain	594	661	44%	26%	10%	19%
Leave	509	548	43%	26%	11%	19%
Did not vote	365	268	30%	26%	12%	31%
Don't know	34	25	20%	25%	18%	36%

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Do you think companies such as Google, Apple, Meta/Facebook, Amazon and Microsoft should face more stringent regulations than smaller tech companies?

Total

	Weighted Base	Unweighted Base	These companies should face tougher regulations than smaller tech companies	These companies should face the same level of regulations as smaller tech companies	These companies should face weaker regulations than smaller tech companies	Don't know
Total	1502	1502	30%	44%	7%	19%
Male	726	692	32%	48%	7%	13%
Female	776	803	29%	41%	6%	24%
18 to 24	157	131	28%	35%	14%	23%
25 to 34	256	267	21%	50%	12%	17%
35 to 44	245	256	26%	43%	9%	21%
45 to 54	251	249	32%	44%	4%	20%
55 to 64	240	226	32%	50%	1%	17%
65 to 74	189	203	44%	41%	2%	14%
75 or older	163	170	34%	43%	5%	18%
East of England	142	128	31%	47%	8%	14%
East Midlands	110	113	35%	43%	6%	16%
London	195	202	28%	48%	8%	16%
North East	60	63	28%	46%	8%	18%
Northern Ireland	41	42	32%	39%	8%	21%
North West	166	172	30%	40%	6%	23%
Scotland	126	133	34%	41%	2%	23%
South East	208	186	30%	46%	7%	17%
South West	130	126	27%	47%	7%	19%
Wales	70	76	30%	39%	2%	29%
West Midlands	132	134	30%	43%	10%	17%
Yorkshire and the Humber	122	127	31%	45%	5%	19%
Degree	449	445	33%	49%	7%	10%
No degree	1053	1057	29%	42%	7%	22%
Conservative	442	508	30%	52%	6%	12%
Labour	325	422	31%	45%	8%	15%
Liberal Democrats	117	102	39%	49%	6%	7%
Green	26	50	29%	58%	8%	5%
SNP	39	47	35%	43%	2%	20%
Other	63	66	44%	40%	3%	13%
DNV	488	307	26%	36%	8%	31%
Remain	594	661	30%	50%	6%	14%
Leave	509	548	36%	45%	6%	14%
Did not vote	365	268	23%	37%	8%	32%
Don't know	34	25	43%	12%	13%	31%

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