

MEMORANDUM

TO: Interested Parties
FROM: American Edge Project
RE: Voters Look to U.S. Tech to Drive Economic Recovery for Small Businesses
DATE: December 2020

New Poll: Voters Look to Tech Companies to Help Drive Economic Recovery; Urge Action from President-Elect Biden and Administration *96% of voters worry about small businesses in their community experiencing another economic downturn*

With the Biden administration gearing up to take office amid a recession and pandemic, a new poll finds registered voters have growing concerns about the economy, particularly for the survival of small businesses. As the pandemic accelerates the shift to a digital economy, the public expects U.S. tech companies to drive the economic recovery, as they connect small businesses to the global marketplace, allow them to find new customers, and create jobs. Voters are calling for the new administration to prioritize policies that keep domestic tech companies strong, and failure to do so would further damage the national economy.

This poll was conducted by Ipsos, on behalf of the American Edge Project, and surveyed 1,006 registered voters between November 13 and November 20, 2020. Further details on the methodology can be found at the end of this memo.

- **Voters are concerned about the survival of small businesses, which they view as an engine of economic growth and integral to turning the economy around.** Americans are downbeat about the state of the economy with a majority (51%) saying it is getting worse. Small businesses face a particular threat – just 17% see the economic climate for small businesses as positive, while 83% see it as just fair or poor. This is about more than macroeconomics. Nearly universally, voters express real concern over future downturns and the impact on small businesses in their community. Protecting these small businesses is a top priority for these voters. 45% strongly agree (and 89% agree) that “small businesses are an engine of job growth.” Further, more than half (51%) strongly agree (and 91% agree) that “small businesses are a critical driver of economic growth in the United States.”
- **U.S. tech companies are critical partners to small businesses, providing necessary support during this pandemic and the resulting recession.** Nearly nine-in-ten voters believe American tech companies have played an important role in helping the economy during the pandemic (89%) and have made a positive impact on American business (83%), the U.S. job market (81%), small businesses (81%), and the economy (80%). These beliefs are underpinned by their observations that American tech companies create products that make our lives better (85%), connect small businesses to the global market place (84%), connect small businesses to new opportunities (84%), strengthen the U.S. economy (83%), make it easier to grow a small business (82%), and make it easier to start a small business (79%).
- **Americans want the incoming administration to embrace a pro-technology policy agenda that strengthens domestic tech companies while shoring up the long-term health of the economy.** Voters want the Biden administration to take decisive action on behalf of U.S. tech companies. Five-in-six (86%) voters believe “we must do more to make sure American companies remain competitive” – up from 79% in September. Supporting U.S. tech companies means “encouraging tech companies to continue to headquarter in the U.S.” (80% prioritize), “prioritizing science, tech, engineering, and math education to ensure our children are prepared for the 21st century economy” (80% prioritize), and “making it easier for people to grow businesses” (81% prioritize). These actions will help ensure “America remains home to the world’s most innovative tech sector” (79% prioritize, up from 72% in September).

The bottom line is this: Facing deep concerns over the health of small businesses and the broader economy, voters want the Biden administration to take steps that keep American tech companies competitive, so that they can continue supporting the recovery. Failure to do so would result in irreparable harm to the economy.

Additional methodology notes:

These are some of the findings of an Ipsos poll conducted between November 13-20, 2020, on behalf of American Edge Project. For this survey, a sample of 1,006 adults age 18+ who are registered to vote in the U.S. from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,006, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

About American Edge Project

The American Edge Project is a newly formed coalition dedicated to the proposition that American innovators are an essential part of U.S. economic health, national security and individual freedoms.

For more information, visit <https://americanedgeproject.org/>

About Ipsos

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