

# American Edge Project – Tech Sector’s Impact on the U.S. Economy



# Key Findings

**Nine months into the second recession in a generation, voters are anxious about the economy and health of small businesses.** While the American public can see areas of opportunity for large corporations, they feel small businesses face a darker economic picture. This is alarming to them, as they understand small businesses are critical to the U.S. economic recovery. Without small businesses on a strong footing, they believe the country is unlikely to quickly bounce back.

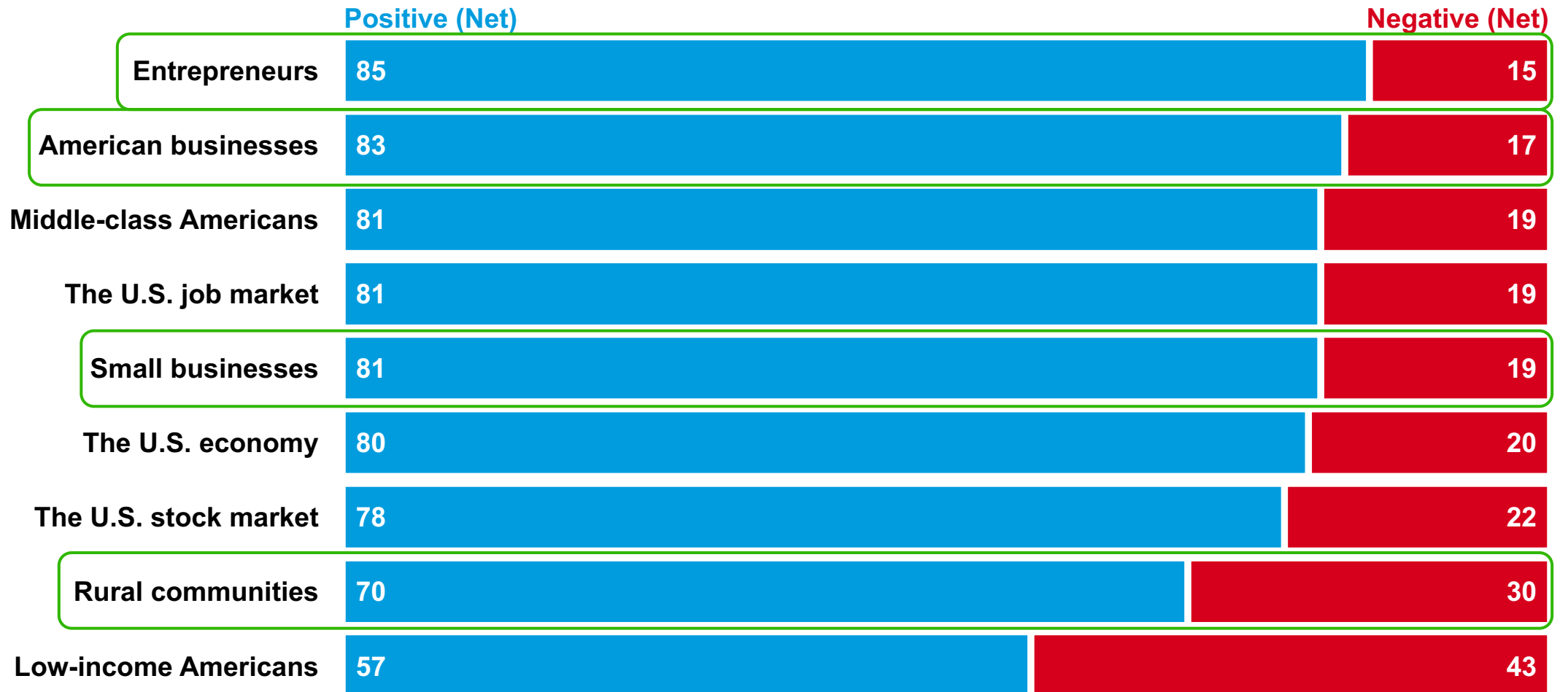
**The public sees U.S. tech companies as critical to an economic rebound.** Despite growing concern about another wave of small business closures, the public sees U.S. tech companies as offering the economy a path back to surer footing. Tech companies are seen as job creators that provide crucial tools during the pandemic, and platforms for businesses to stay connected to customers. Without things like videoconferencing, one-click delivery, or integrated digital health systems, the country would be paralyzed.

**Voters want President-elect Biden to strengthen and protect U.S. tech early in his administration.** Voters want the Biden administration to prioritize policies that keep domestic tech companies strong, because those same companies allow small business to continue powering the recovery. This priority is on par with even health care reform and a second round of stimulus checks.

# Tech and American Life

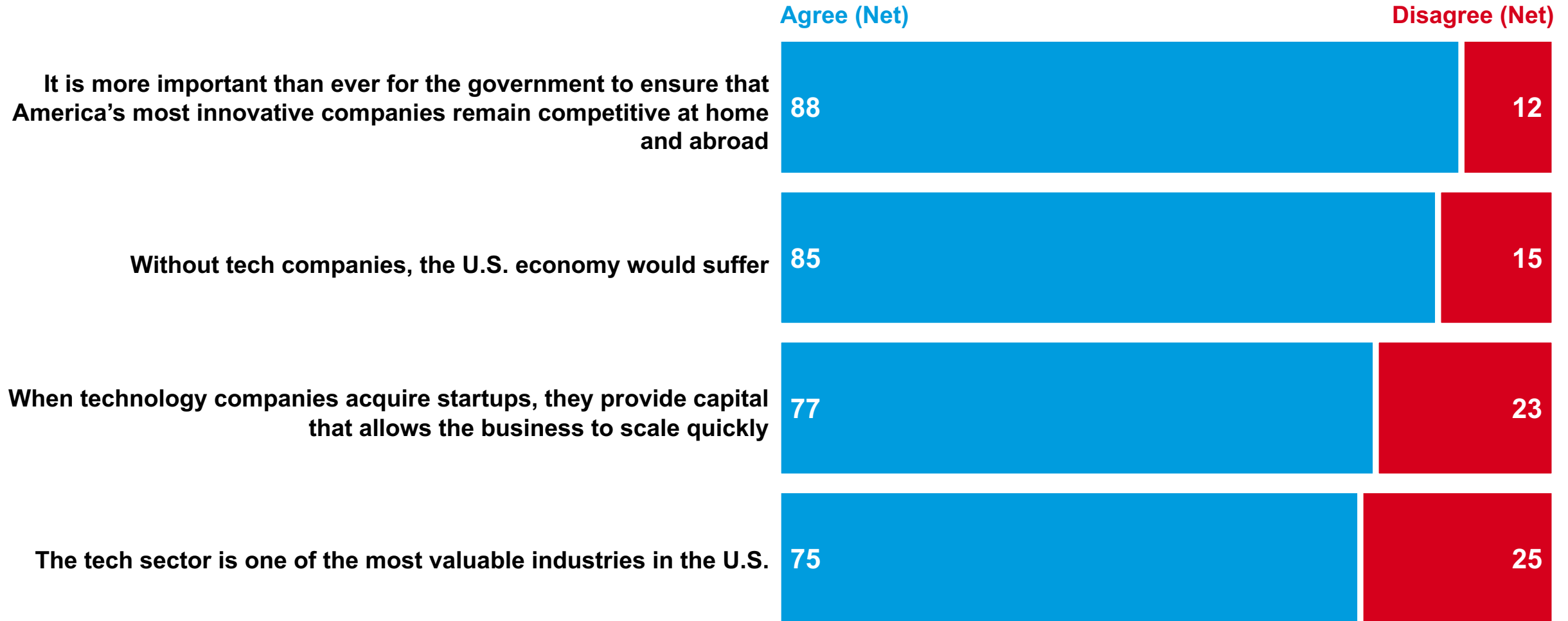
# Tech companies have a positive impact across American society

Please indicate if tech companies have a positive or negative impact on each of the following:



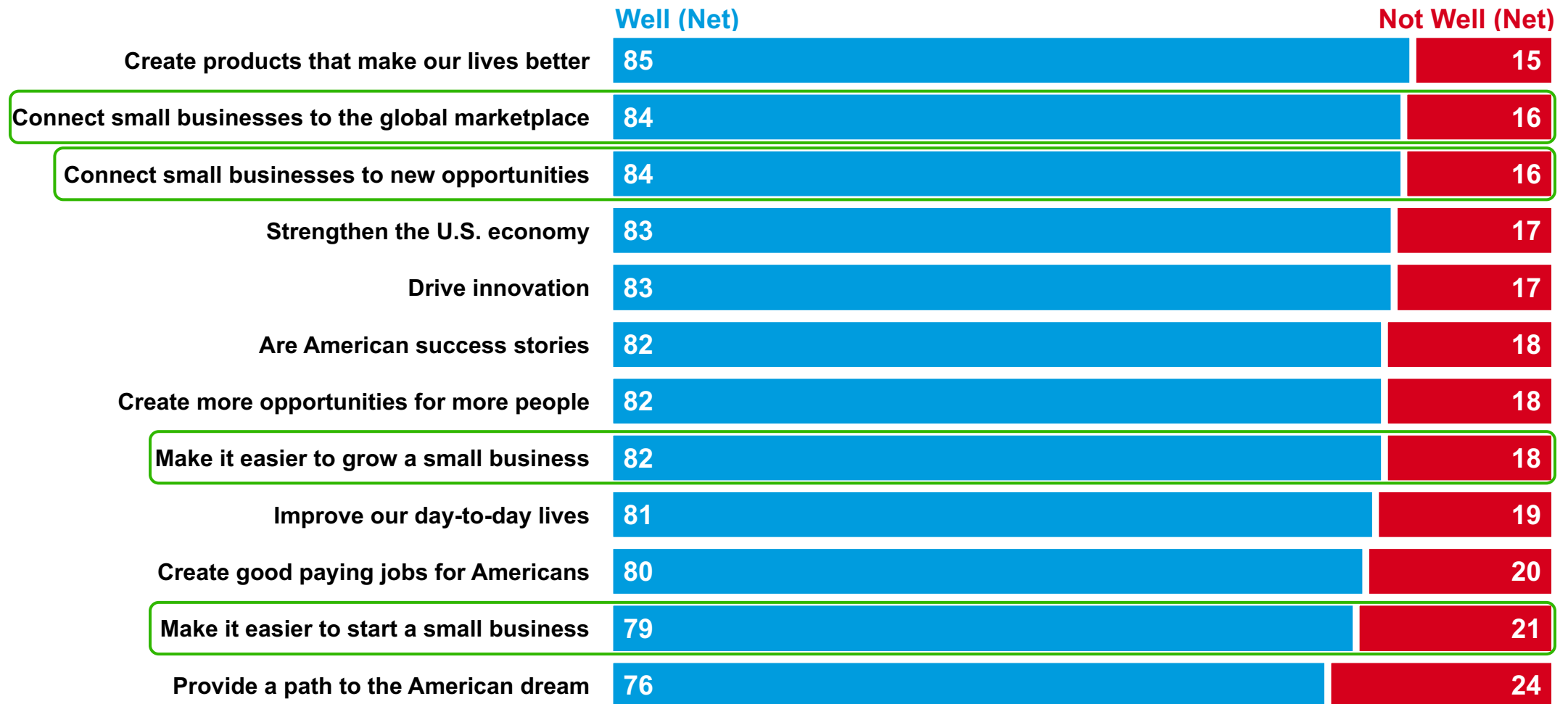
# Voters see the economic value U.S. tech companies create, and want to ensure they remain competitive

Please tell me if you agree or disagree with each of the following statements.



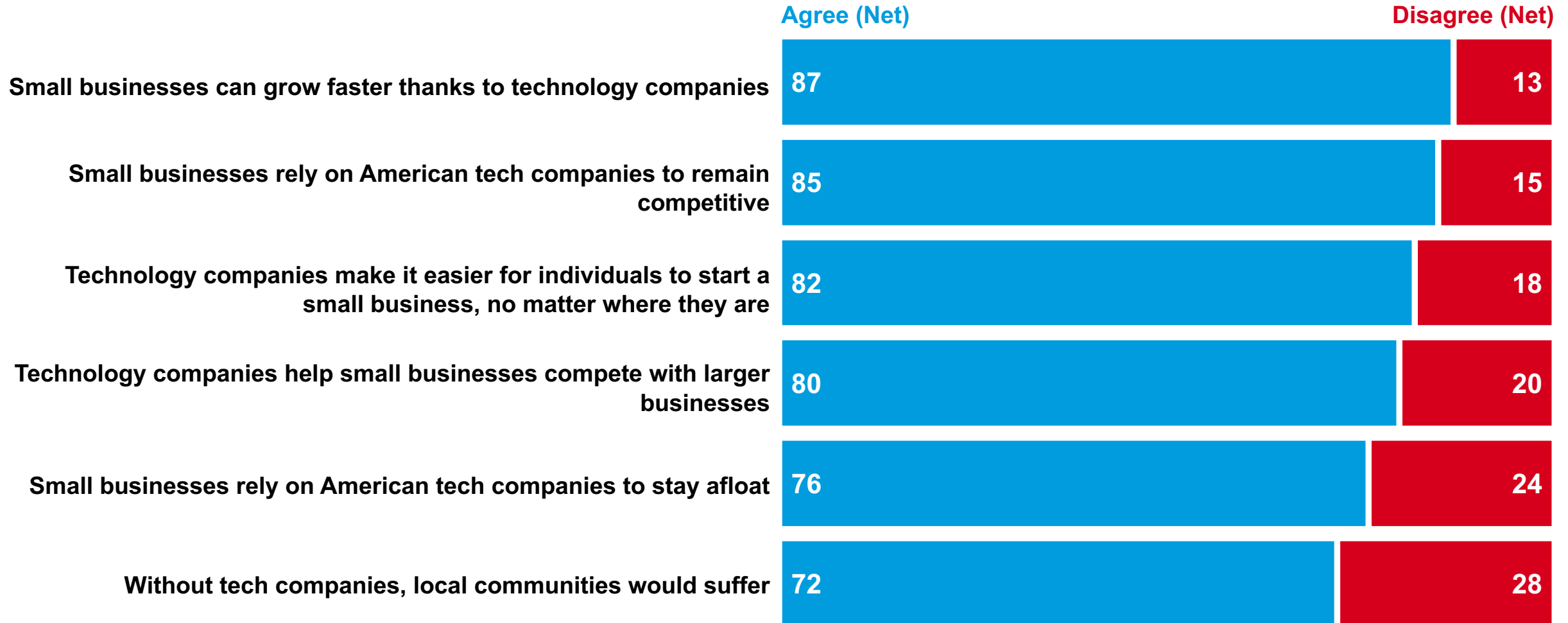
# American tech companies create products that improve our lives, and play a critical role in connecting small businesses to the market

Please indicate how well each of the following phrases describes U.S. tech companies.



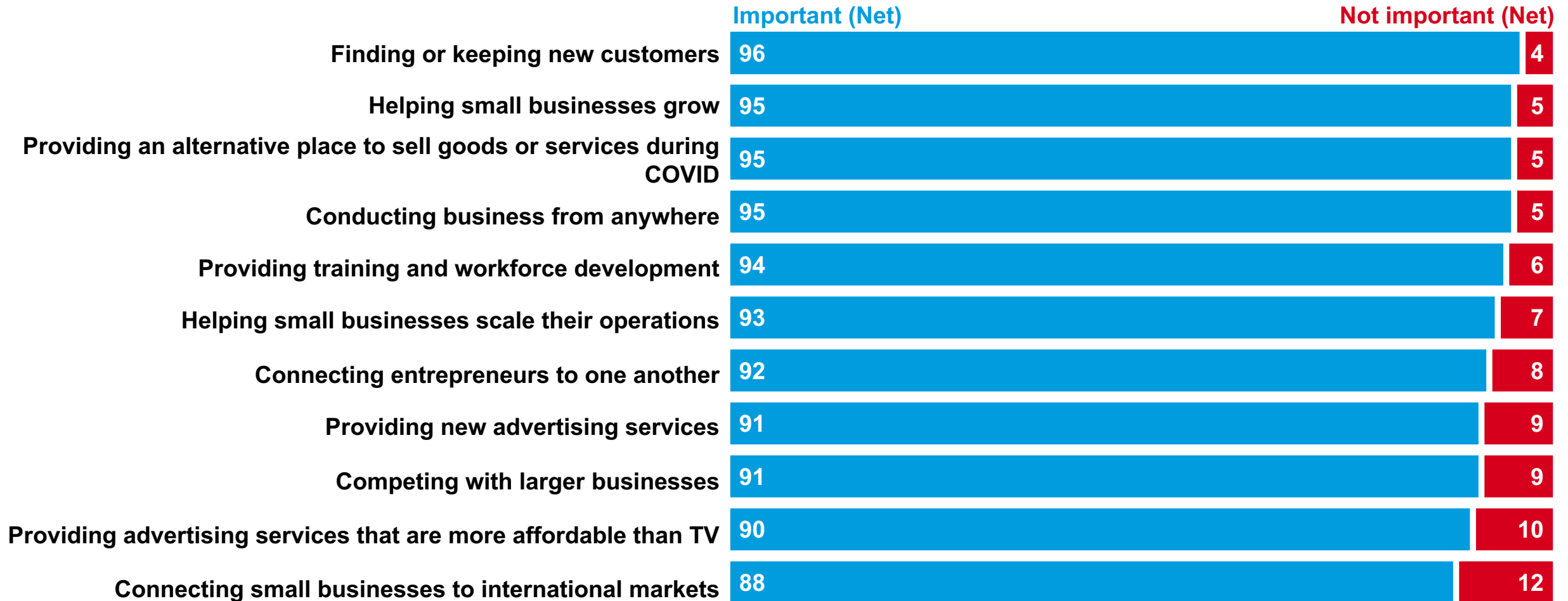
# Small businesses rely on American tech companies to grow and remain competitive

Please tell me if you agree or disagree with each of the following statements.



# With the rapid shift to online services, tech companies support small business operations by connecting them to customers

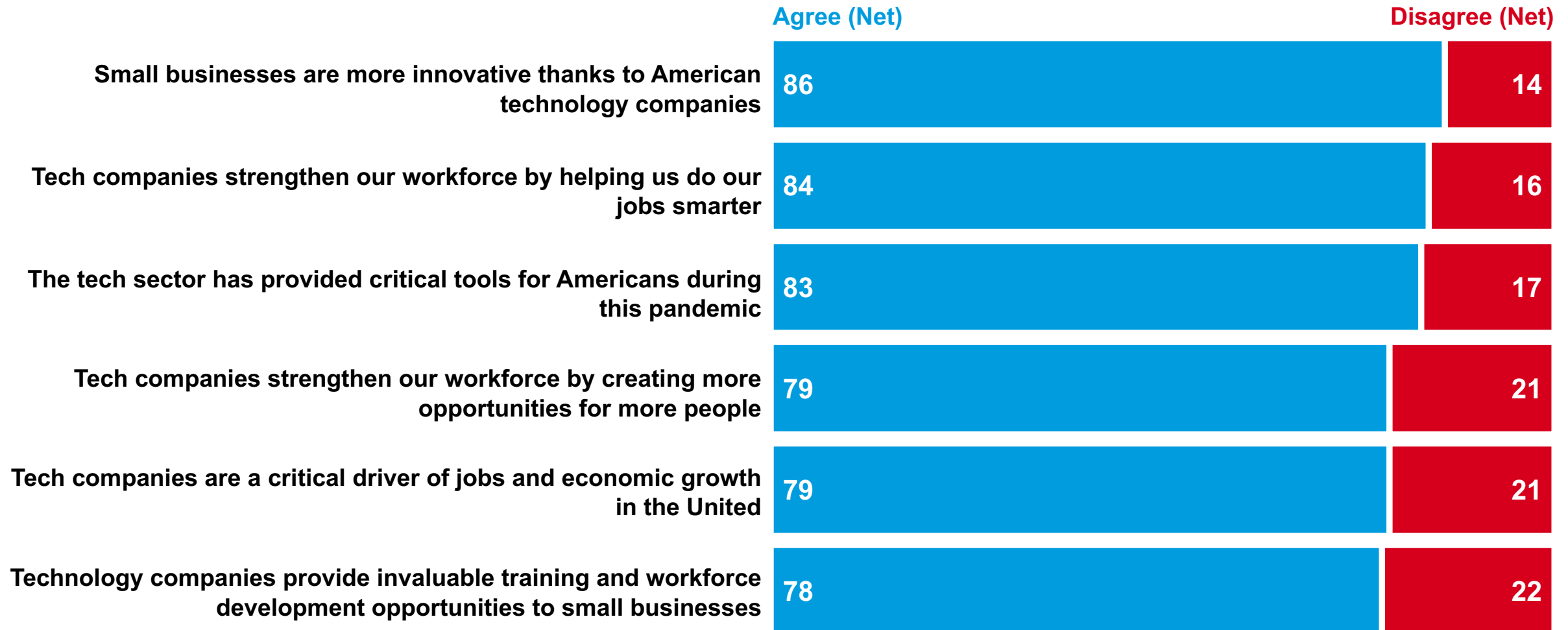
Please indicate whether you believe U.S. tech companies play an important role for small businesses.





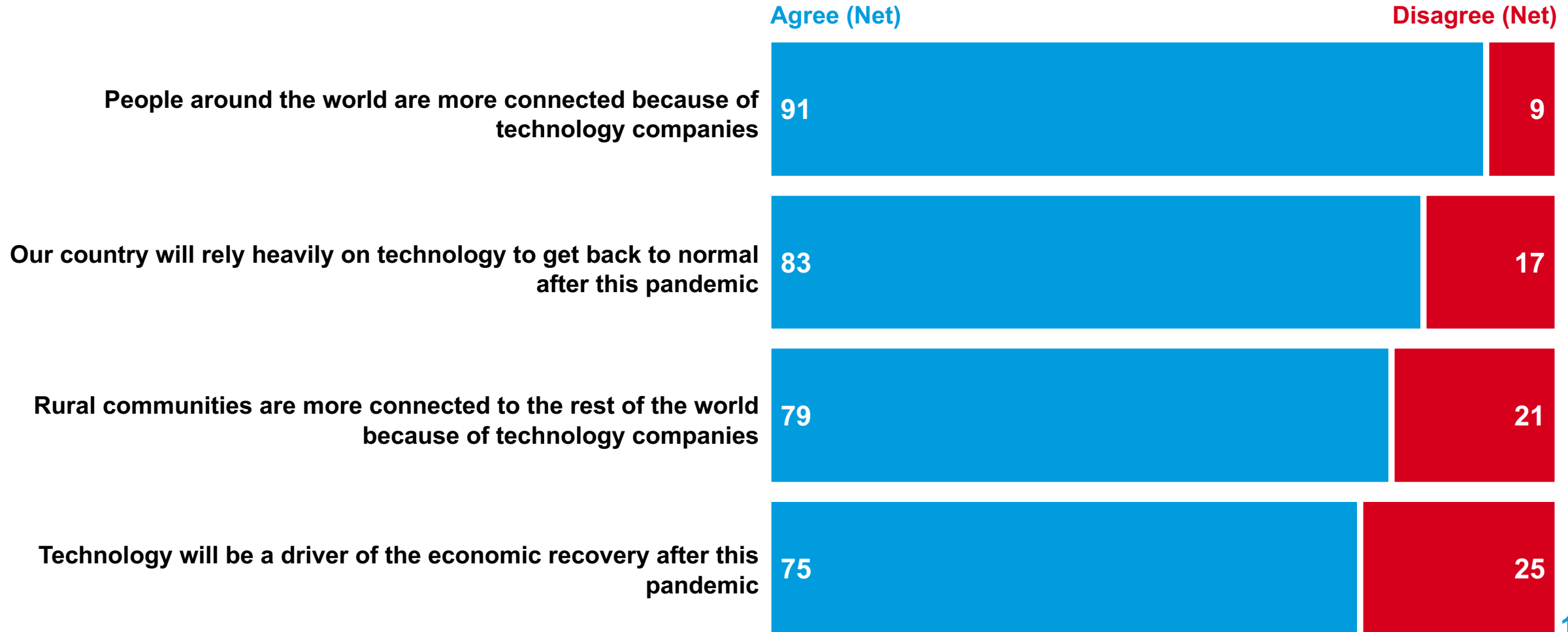
# Tech companies are also seen as critical to workforce development

Please tell me if you agree or disagree with each of the following statements.



# As the pandemic accelerates the shift to a digital economy, U.S. tech has kept the country connected, and voters expect it will drive the recovery

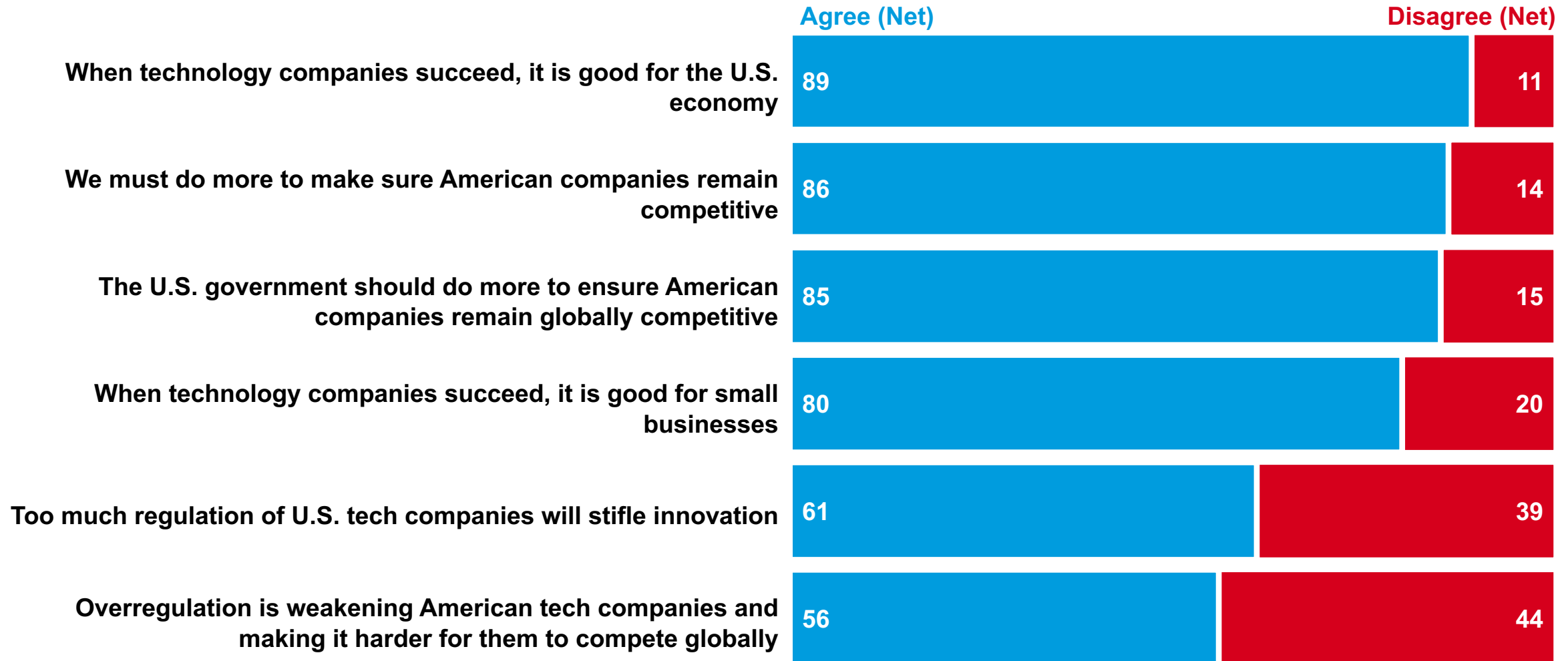
Please tell me if you agree or disagree with each of the following statements.



# Moving Forward

# The strength of small business is closely connected to the country's economic health; voters want government to ensure domestic companies remain competitive

For each of the following statements, please indicate if you agree or disagree.



# Takeaways

# The Story

**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, especially when it comes to small businesses – over four-in-five view the economic climate for small businesses 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.

**U.S. tech companies are provided 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 and have made a positive impact on American business, the U.S. job market, small businesses, and the economy.

**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 voters believe “we must do more to make sure American companies remain competitive.” 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.

# Methodology

## Voters

Ipsos conducted a survey of **1006 registered voters nationwide**, between November 13<sup>th</sup> and 20<sup>th</sup>, 2020.

The sample for this study was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. 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.

## Credibility Interval

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).