American Edge Project – Frontline District Survey

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AMERICAN EDGE PROJECT

Ipsos

Research Methodology

Frontline Voters

American Edge, in partnership with Ipsos, conducted a survey of **708 registered voters in frontline districts,** between August 13 – 23, 2021.

These frontline districts include:
AZ-01, CA-10, CA-45, CA-49, CT-05, GA-06, GA-07, IA-03, IL-14, KS-03, ME-02, MI-08, MI-11, MN-02, NH-01, NJ-03, NJ-07, NJ-11, NV-03, NV-04, NY-19, OR-04, PA-07, PA-08, PA-17, TX-07, TX-15, TX-32, VA-02, VA-07, WA-08, WI-03

Margin of error

The margin of error at the 95% confidence level is +/- 4.4%.

The margin of error on sub-samples is greater.

Key Findings

- **The push to break up tech companies is a sign that Congress is out of touch with voters in frontline districts, who want security, jobs, and healthcare.** These voters rank regulating tech companies as relatively low priority and instead want Congress to address national security, jobs and the economy, and healthcare.

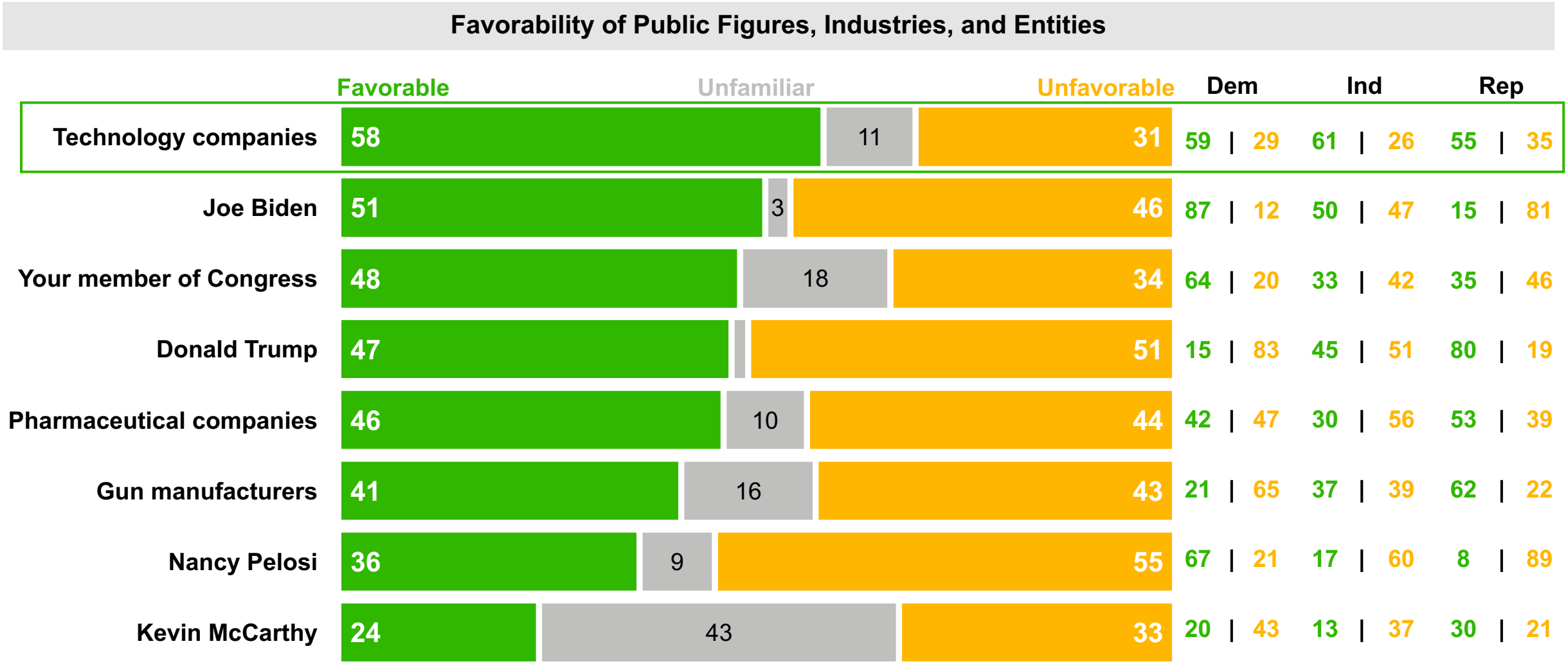
- **There is virtually no constituency for breaking up U.S. tech companies.** Across the partisan spectrum, few voters actually want to see U.S. tech companies broken up. While some want to see tech companies regulated more, voters ultimately think that breaking up tech companies is not the right solution.

- **Voters in frontline districts believe breaking up tech companies will harm the economy, national security, and small businesses, and is thus not a viable solution.** Voters in frontline districts believe that break-up would make the U.S. more vulnerable to cyber attacks, lead to job loss, compromise national security, and hurt American small businesses. As a result, they believe break-up is a misguided regulatory approach.

- **Voters are signaling that candidates in frontline districts who advocate for breaking up U.S. tech companies will lose support.** For now, Democratic candidates have a slight edge over Republicans in the generic ballot. But Democrats lose this narrow lead if they support breaking up U.S. tech companies while running against a Republican who opposes such legislative overreach. Over half of voters in frontline districts could also never vote for a candidate who supports regulation that limits access to online tools and services like Amazon Prime and Google Maps – a direct consequence of these proposals.

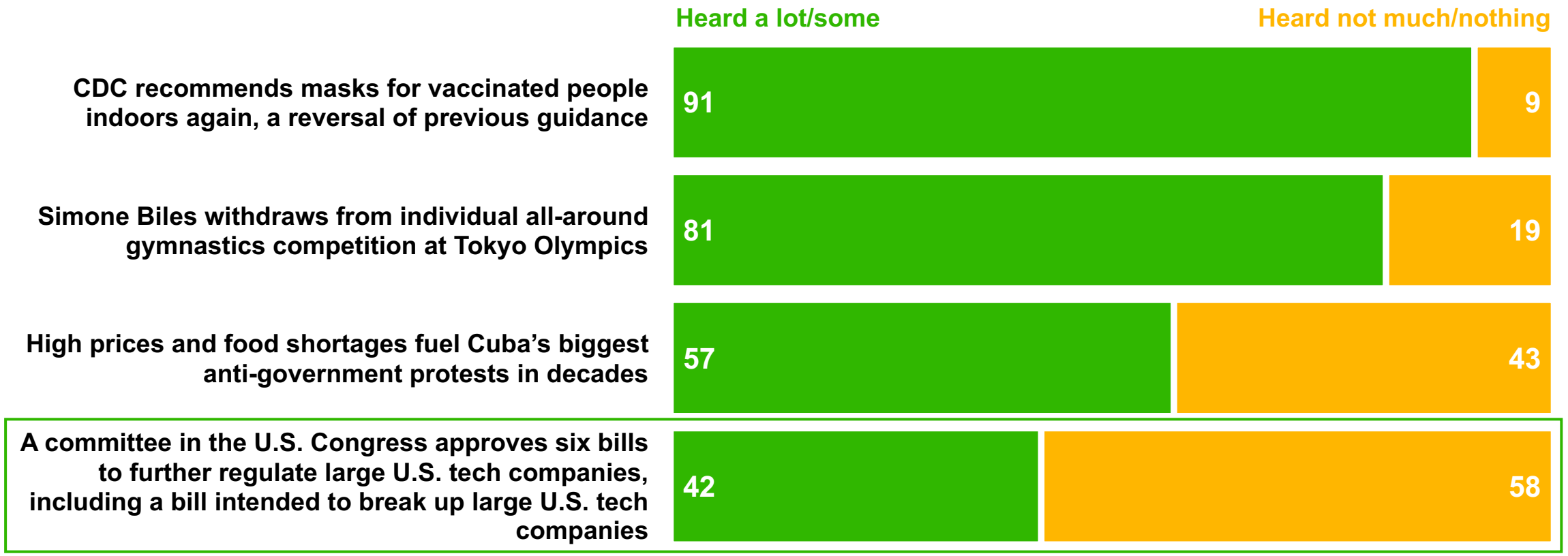
Political & Issue Landscape

Tech companies are viewed more positively than any other individual or entity tested



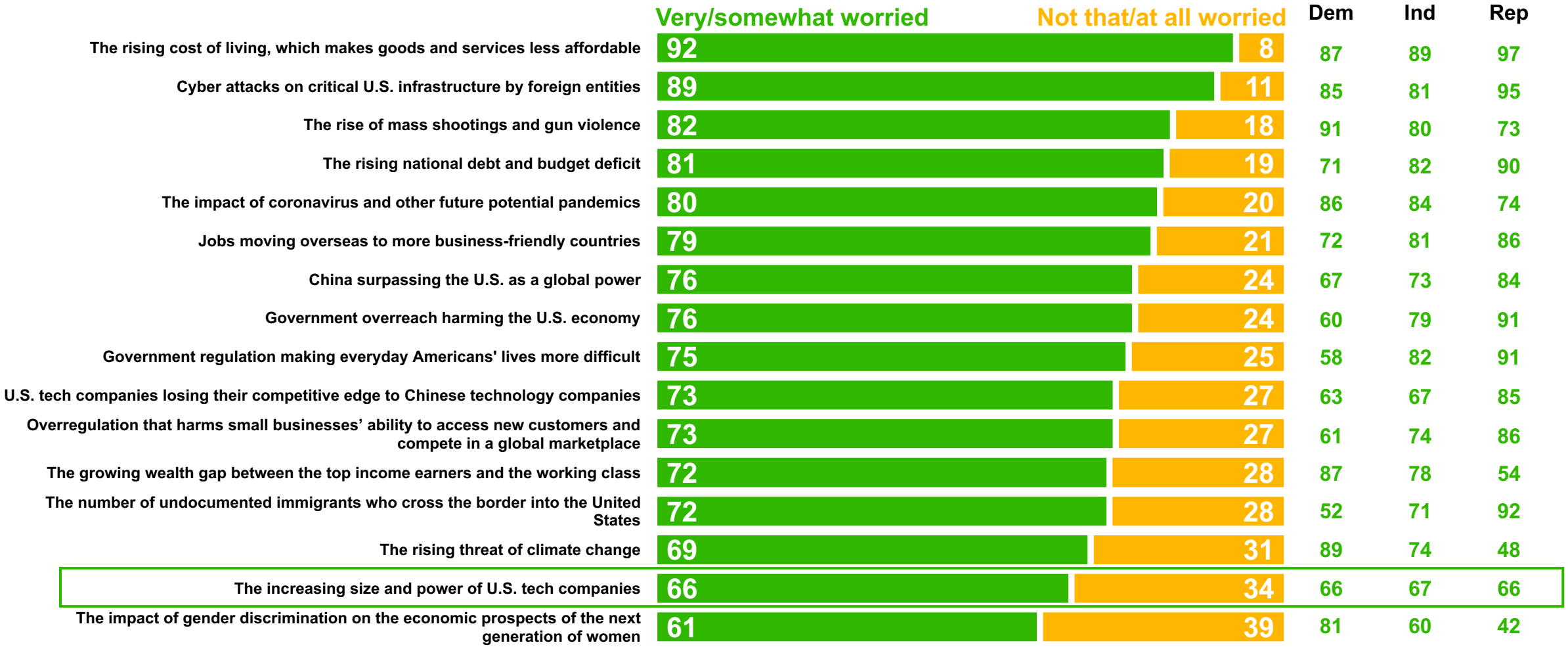
Voters in frontline districts are not tuned into congressional bills that would further regulate tech companies

Please indicate how much you have heard about each of the following



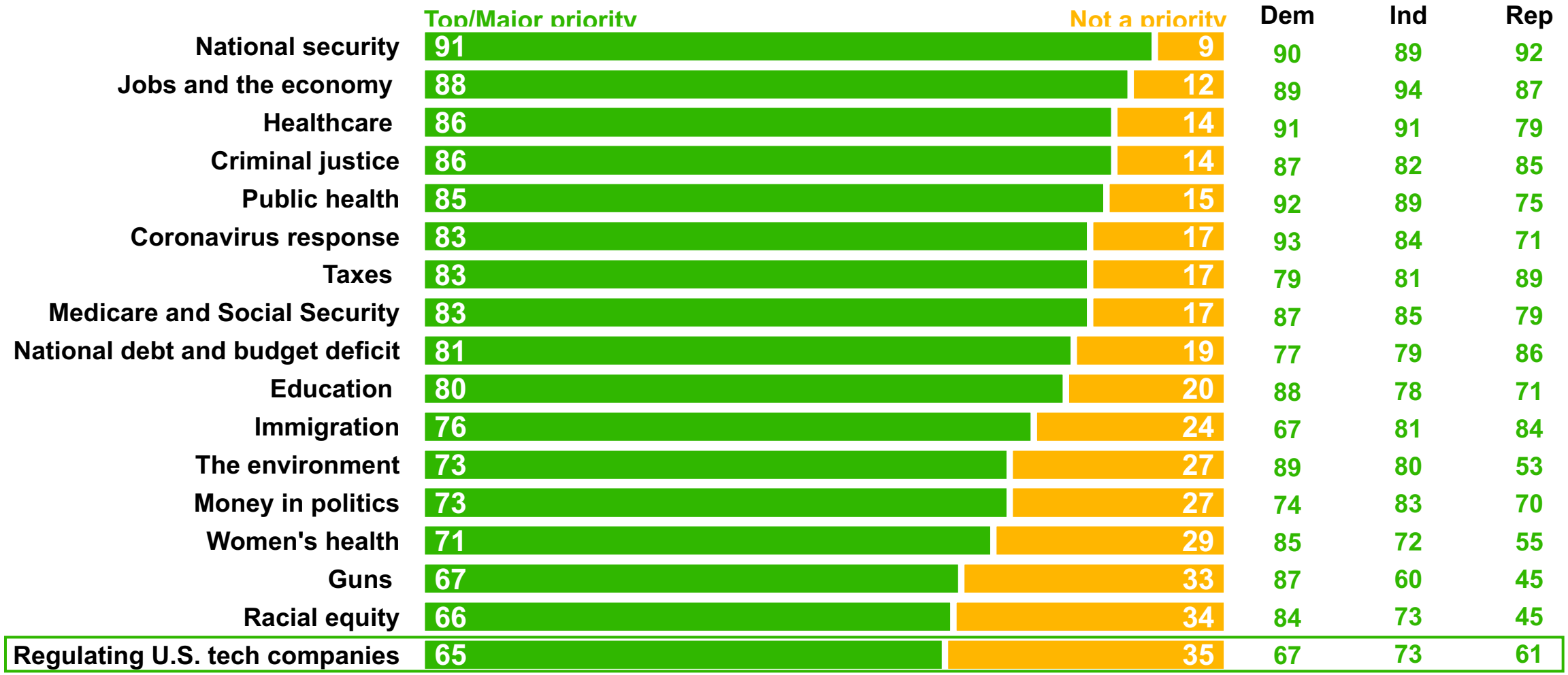
Americans are less concerned about the increasing size of tech companies than they are about the rising cost of living, security issues, and jobs moving overseas

Thinking about the future of America, how worried are you, if at all, about each of the following?



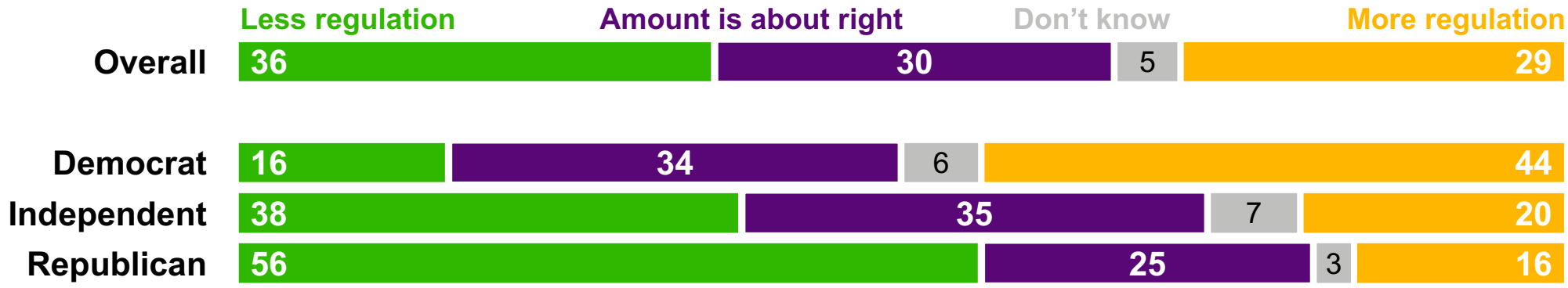
Voters in frontline districts want Congress to prioritize national security, jobs, and healthcare – regulating U.S. tech companies is at the bottom of the list

For each issue, please indicate how much of a priority is it for you that Congress address that issue.

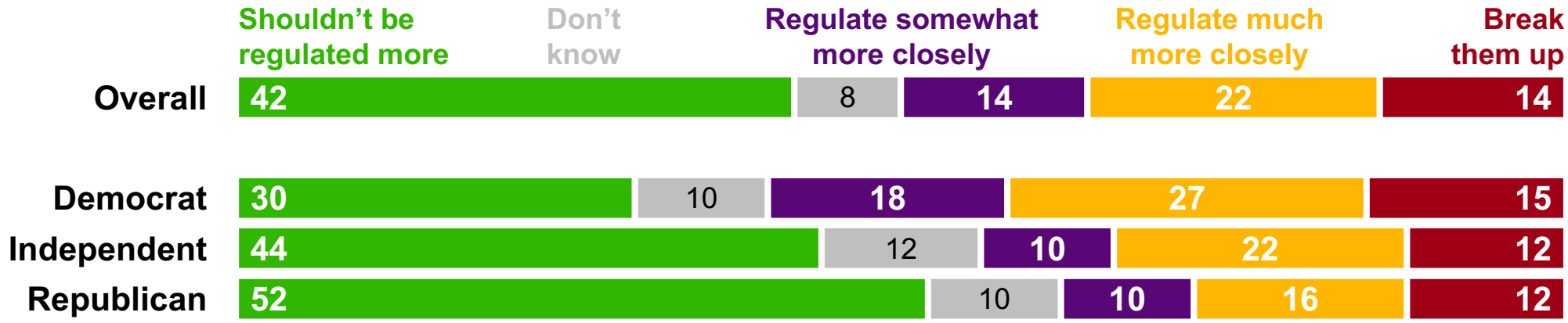


Voters in frontline districts favor a targeted approach to regulation of U.S. tech companies; very few support breaking them up

In general, do you think there should be more or less government regulation of business?



Do you think there should be more or less government regulation of U.S. tech companies?



Concerns About Break-Up

Voters in frontline districts are concerned that breaking up U.S. tech companies could increase national security risks and decrease economic competitiveness

For each please indicate how (concerning/believable) it is that this will happen if U.S. tech companies are broken up.

Economic and National Security Impacts	% concerning	% believable
Tech companies could be forced to lay off employees	80	78
U.S. consumers and national security could be more vulnerable to cyber attacks	87	77
Make it easier for large Chinese companies to acquire smaller American companies	85	77
Critical infrastructure could be more vulnerable to cyber attacks	87	77
China could gain influence by making the United States dependent upon its technology and hardware	83	76
Chinese companies could overtake U.S. companies in size and influence	85	75
Without the top American companies intact, the U.S. could be less economically competitive	83	75
There could be unintended negative consequences like greater threats to U.S. national security and the U.S. losing its economic competitive edge	84	74
Tech companies could have less money to invest in research and innovation	77	73
Chinese companies could be let off the hook while American companies are punished	85	73
Breaking up strong American companies could give China and its companies more power to write the rules of the internet	83	71
The U.S. could suffer lower economic growth just as we are trying to recover from the pandemic	84	70
America could be made less safe by exposing our critical infrastructure to cyber attacks, exposing our elections to foreign interference, and putting our private data at risk	86	70
America could be less able to conduct counterterrorism efforts because would-be terrorists will be more dispersed across multiple platforms, making it more difficult for law enforcement to find them	84	70
Foreign countries like China and Russia could gain technological advantages over the U.S. including having a greater ability to interfere in our elections, and hack our critical infrastructure	84	70
U.S. tech companies like WhatsApp could be forced to share data with unencrypted messaging services	79	63

They are also concerned break-up could negatively impact consumers and small businesses

For each please indicate how (concerning/believable) it is that this will happen if U.S. tech companies are broken up.

Consumer and Small Business Impacts	% concerning	% believable
American small businesses that rely on tech platforms to reach consumers could be hurt because they could be forced to buy into additional platforms to reach the same number of consumers	83	78
American small businesses could have to pay more for online advertising, which could make it more expensive for them to operate their business and get new customers	83	74
Users could be forced to pay for free services like Facebook, Instagram, WhatsApp and Messenger	76	72
American companies like Apple, Amazon, Google, Facebook, and Microsoft could be prohibited from developing augmented and virtual reality services	75	61

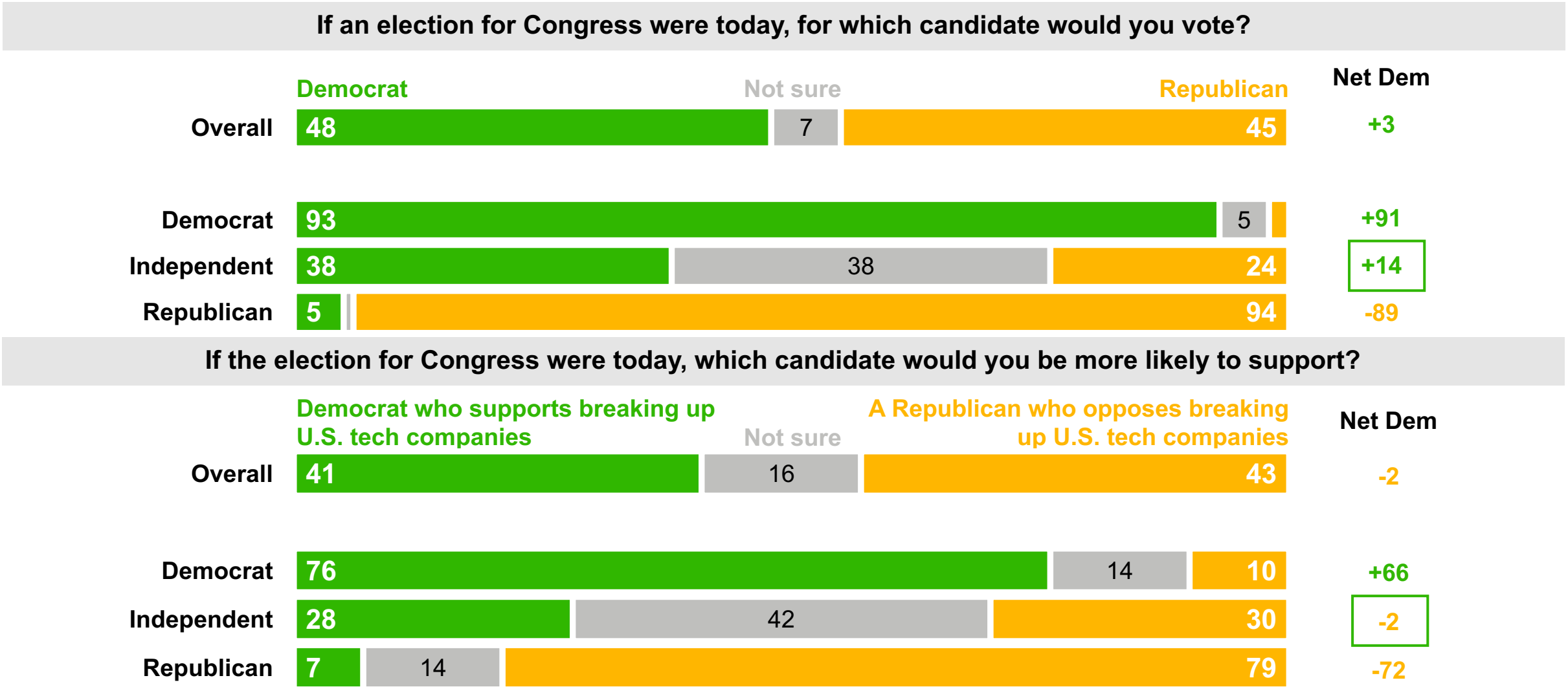
As a result, they agree breaking up tech companies is not the right approach

For each please indicate if you agree or disagree.

	Total	Dem	Ind	Rep
U.S. tech companies need better rules when it comes to regulating their content, but breaking them up does not address this issue	80	80	85	79
		% agree		
U.S. tech companies need better rules when it comes to how they use our data, and how they impact small businesses, but breaking up U.S. tech companies does not actually fix any of these problems	80	81	73	80
There are other, bigger problems facing the United States, like recovering from the coronavirus pandemic, we should not be focused on breaking up U.S. tech companies right now	78	86	69	72
There are other, bigger problems facing the United States, we should not be focused on breaking up U.S. tech companies right now	77	72	67	84
U.S. tech companies need better rules when it comes to how they use our data and how they impact small businesses, but breaking up U.S. tech companies is not the right solution	77	68	78	86
Breaking up U.S. tech companies won't help make consumers data any more private because the smaller companies that replace them would still have our data anyways	74	70	74	78
Breaking up U.S. tech companies won't strengthen our economy	67	61	73	71
There would be unintended negative consequences like greater threats to U.S. national security and the U.S. losing its economic competitive edge	66	60	66	72
Breaking up U.S. tech companies threatens our national security by letting China gain a technological upper hand	63	54	65	70
Breaking up U.S. tech companies puts our critical infrastructure at higher risk of being hacked	63	60	62	65
Breaking up U.S. tech companies will only hurt America's competitiveness on the global stage	63	60	66	66
Breaking up U.S. tech companies won't help small businesses be more likely to succeed	60	56	62	64

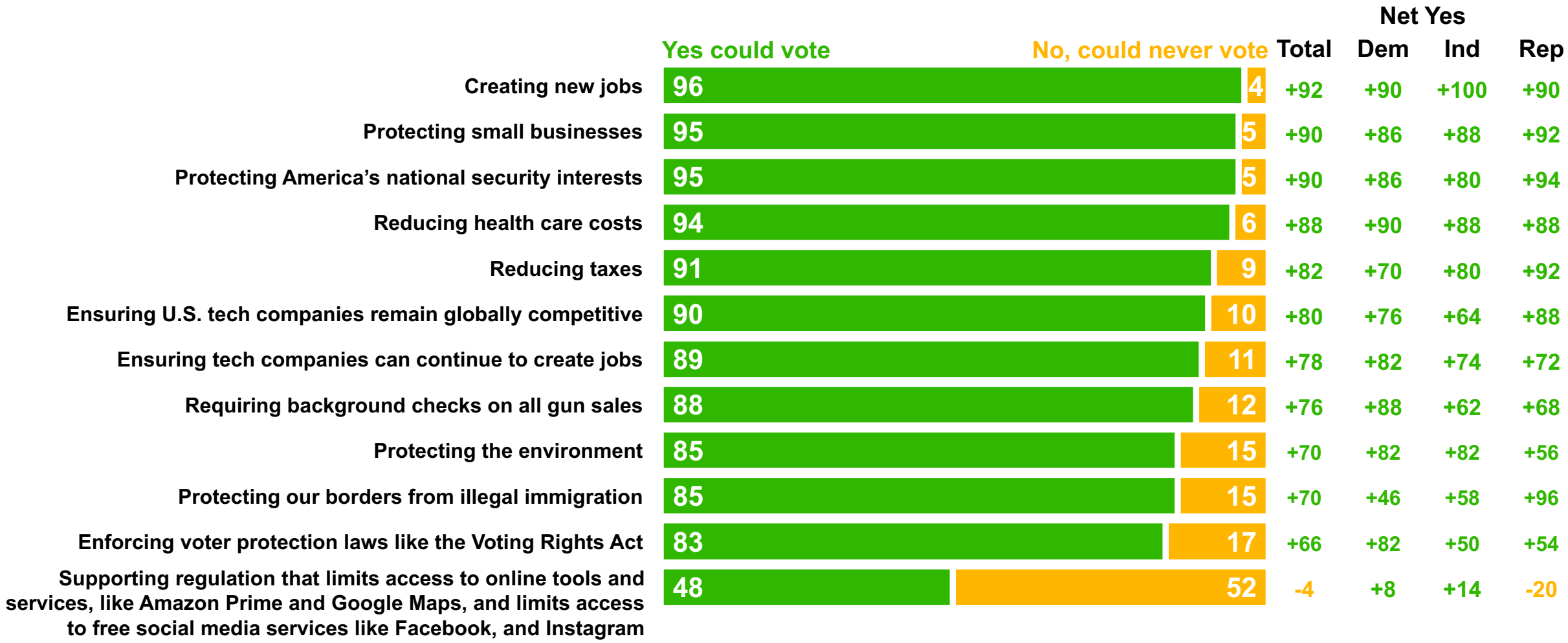
Political Impacts

Democrats lose their advantage if they support breaking up U.S. tech companies. Independent voters abandon Democrats who want to break up tech companies.



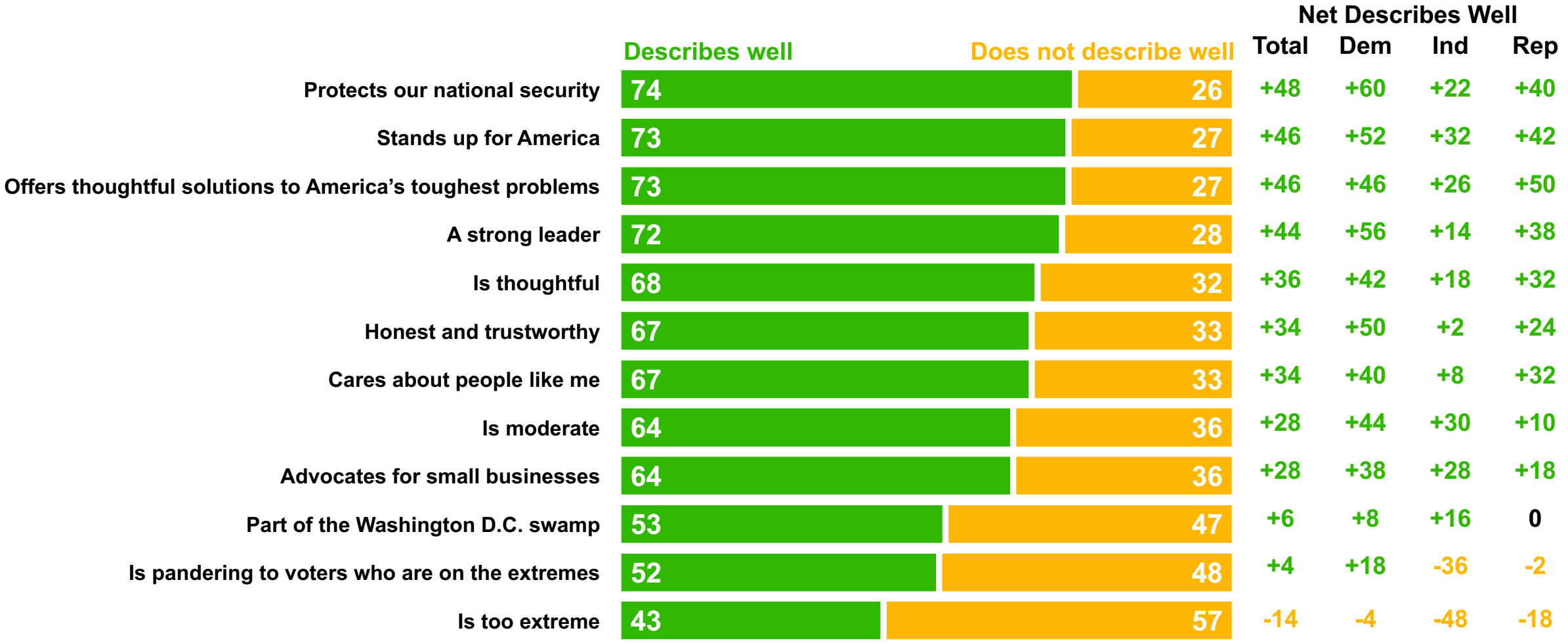
Voters in frontline districts support candidates who keep U.S. tech companies competitive, and reject candidates who support aggressive regulation

Please indicate whether you could ever vote for a candidate who holds each position.



These voters believe that a candidate who votes to keep U.S. tech companies globally competitive protects our national security, stands up for America, and offers thoughtful solutions

Please indicate how well you feel it describes a member of Congress who votes to keep U.S. tech companies globally competitive



Takeaways

The Story

Policymakers in Washington are pushing a "solution" that constituents in frontline districts do not want. While policymakers work on legislation to break up U.S. tech companies, their constituents rate it as a very low priority. While there is some appetite for more regulation, most believe that breaking up tech companies is not the right solution. Instead, they want their elected officials to focus on protecting American national security, creating jobs, and delivering healthcare solutions.

Voters in frontline districts are concerned that breaking up tech companies will harm national security, the economy, and consumers. Eight-in-ten voters in frontline districts worry that breaking up U.S. tech companies would lead to layoffs, make critical infrastructure more vulnerable to cyber attacks, make the economy less globally competitive, and make it more expensive to operate small businesses. As a result, they believe breaking up tech companies is a misguided solution that does more harm than good.

Candidates that support break-up will lose support in 2022. As control of Congress hangs in the balance, voters in frontline districts are not looking for candidates that support breaking up U.S. tech companies. A majority of voters report they could never vote for a candidate who supports legislation that supports regulation that limits access to online tools and services, like Amazon Prime and Google Maps, and limits access to free social media services like Facebook, and Instagram.