

American Edge Project

2022 Midterm Survey

 /edge
AMERICAN EDGE PROJECT



Research Methodology

2022 Midterm Voters

American Edge, in partnership with Ipsos, conducted an online survey between **May 13 – 23, 2022**. The survey included 1,691 likely voters age 18+ from the continental U.S., Alaska, and Hawaii, including:

1,000 likely midterm voters Nationwide

Oversample of 630 likely midterm voters in Senate Battleground states:

- Arizona, Colorado, Florida, Georgia, North Carolina, New Hampshire, Nevada, Ohio, Pennsylvania, Washington, Wisconsin

Oversample of 513 likely midterm voters in House Battleground districts:

- AZ-01, AZ-06, CA-13, CA-22, CA-27, CA-45, CA-47, CO-08, IA-03, IL-06, IL-13, IL-14, IL-17, KS-03, MD-01, ME-02, MI-03, MI-07, MI-08, MI-10, MN-02, NC-13, NH-01, NJ-05, NJ-07, NM-02M, NV-01, NV-03, NV-04, NY-01, NY-11, OH-01, OH-09, OH-13, OR-05, PA-07, PA-08, PA-17, TX-15, TX-28, VA-02, VA-07, WA-08, WI-03

Credibility Interval

The poll has a credibility interval of plus or minus 3.8 percentage points for the National sample, plus or minus 4.8 percentage points for the Senate Battleground sample, and plus or minus 5.3 percentage points for the House Battleground sample.

Key Findings

The current push for heavy-handed tech regulation is out of touch with the concerns of voters, who want policymakers to focus on cost of living, national security, and health care. These voters rank regulating tech companies as a relatively low priority and instead want Congress to prioritize inflation, national security, jobs and the economy, and health care.

Voters believe competition restrictions harm the economy, national security, and small businesses. Voters believe that placing competition restrictions on U.S. tech companies could make the U.S. less economically competitive, more vulnerable to cyber attacks and other threats, and force American small businesses to pay more to maintain their operations.

Even among voters who want to further regulate tech, there is little appetite to break them up. Across the partisan spectrum of those who want to further regulate tech companies, few voters actually want to see U.S. tech companies broken up. Voters ultimately see this as a misguided approach that will advantage our adversaries and harm our global competitiveness.

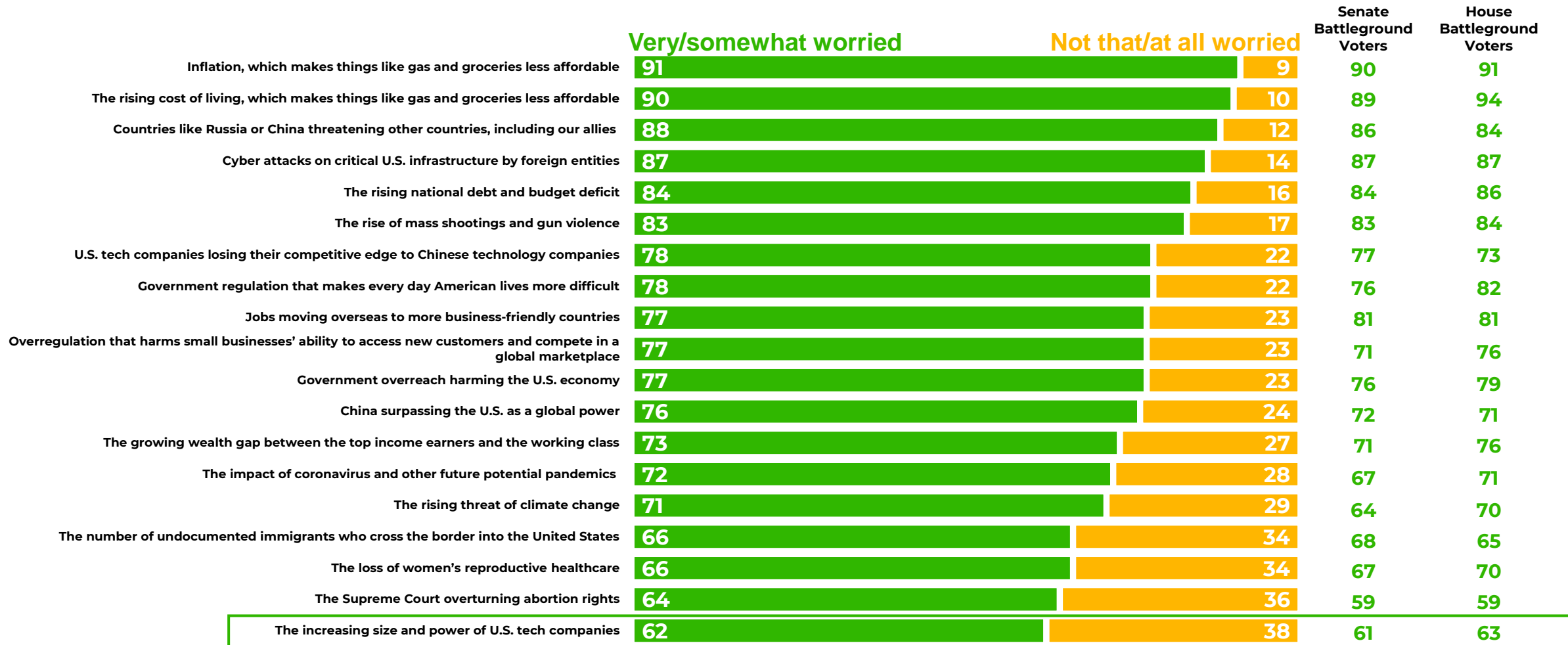
Voters will reward candidates who focus on inflation over other priorities. Half of voters say they could never vote for someone who supports breaking up U.S. tech companies, and more than half say the same of candidates who support regulation that limits access to online tools and services like Amazon Prime and Google Maps, and to free social media services like Facebook and Instagram. Similarly, around a quarter of voters are willing to vote for candidates of the opposite party, if the candidate focuses on getting inflation under control, instead of supporting heavy-handed tech regulation.



Political and Issue Landscape

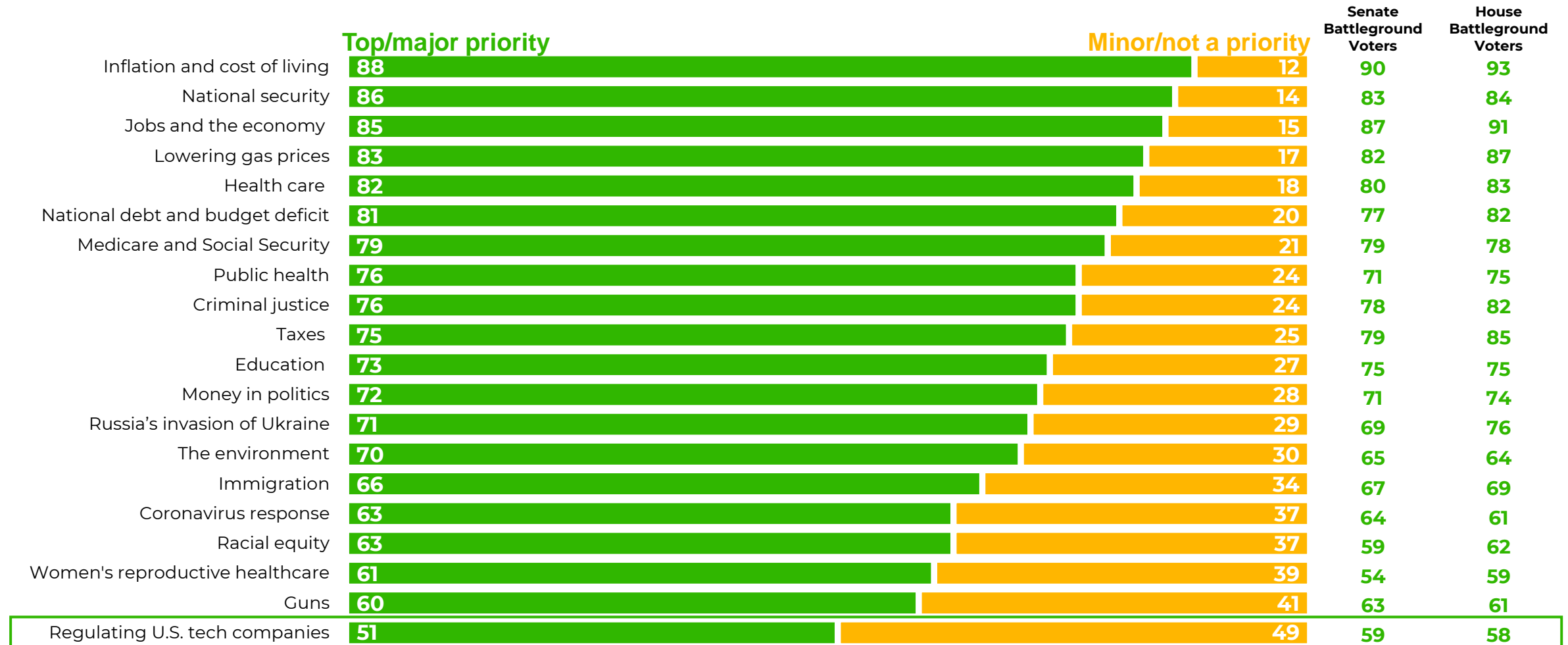
Voters are less concerned about the increasing size of tech companies than they are about inflation, security issues, and jobs

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



Significantly more voters want Congress to prioritize inflation, national security, and jobs than regulating U.S. tech companies

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



Voters believe U.S. tech companies create products that make their lives both better and easier

Do you think U.S. tech companies create products that make your life better or worse?

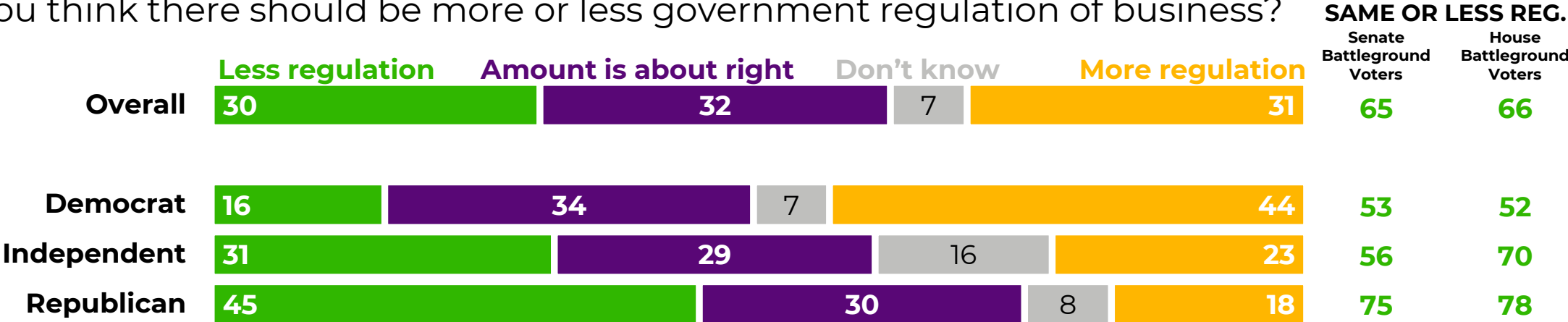


Do you think U.S. tech companies create products that make your life easier or harder?

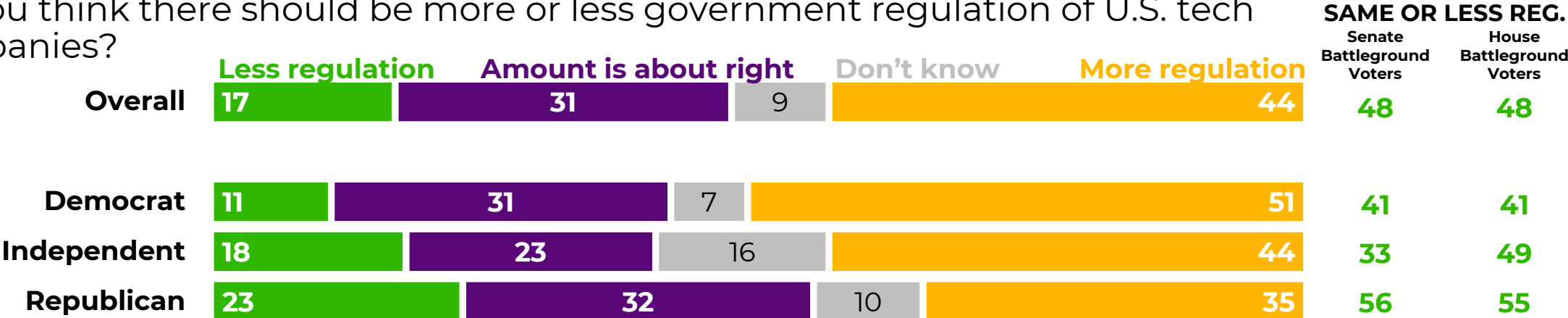


More voters believe regulation of business, including U.S. tech companies, is either about right or too much

Do you think there should be more or less government regulation of business?

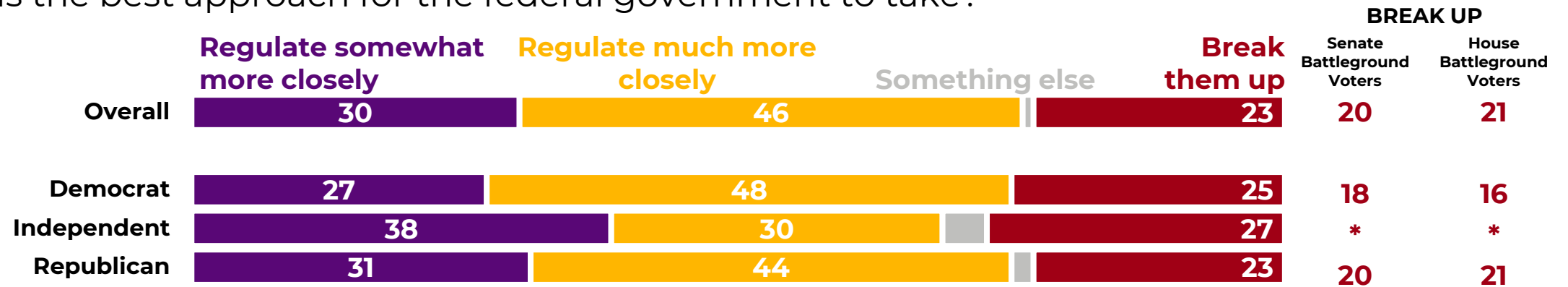


Do you think there should be more or less government regulation of U.S. tech companies?

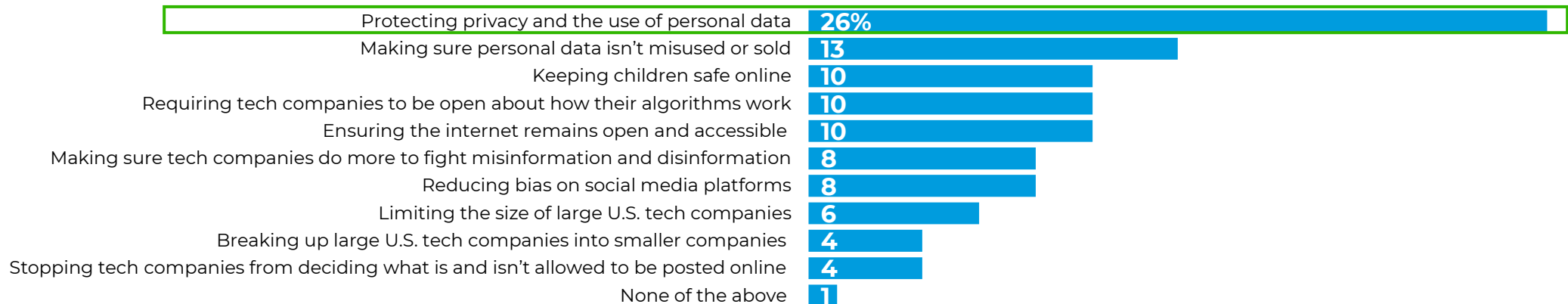


Among voters who want to further regulate tech companies, few want to actually break up tech companies; those who do are concerned about data privacy

Of voters who think tech companies should be more regulated: Which of the following do you think is the best approach for the federal government to take?



Of voters who think tech companies should be more regulated: Which is the most important reason to regulate U.S. tech companies more?



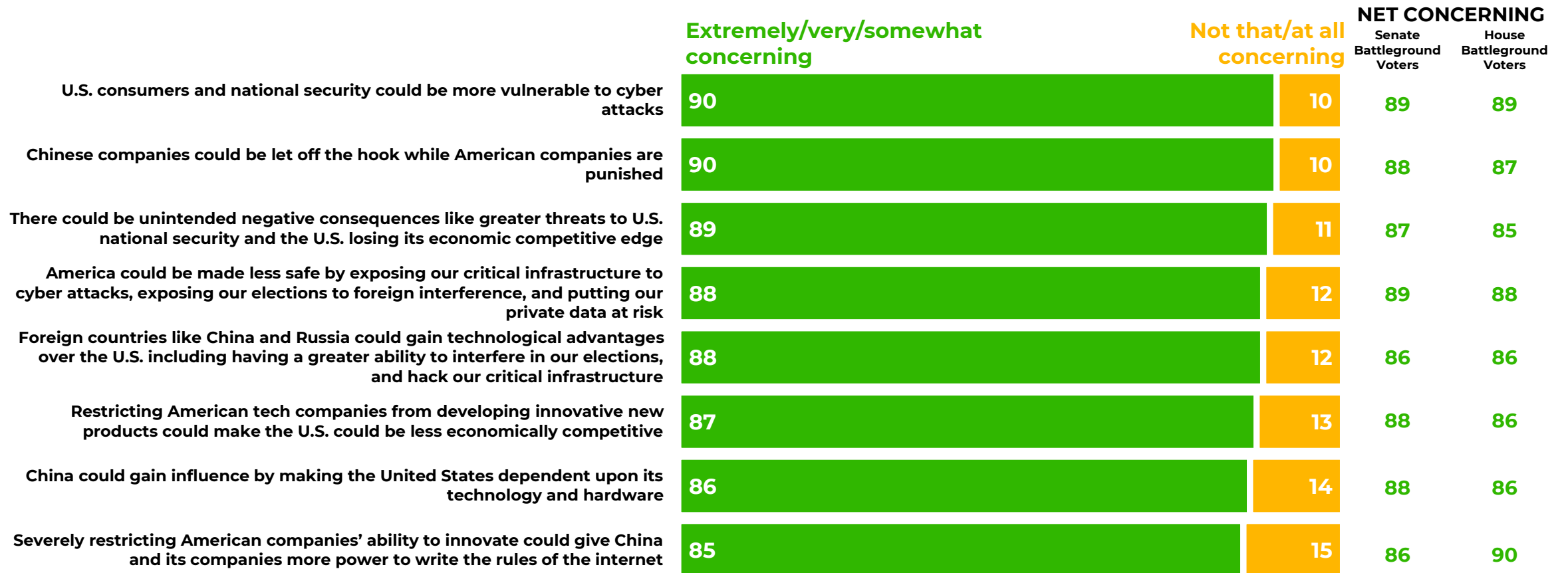
* Note: Very low n-size



Views on Antitrust and Regulation

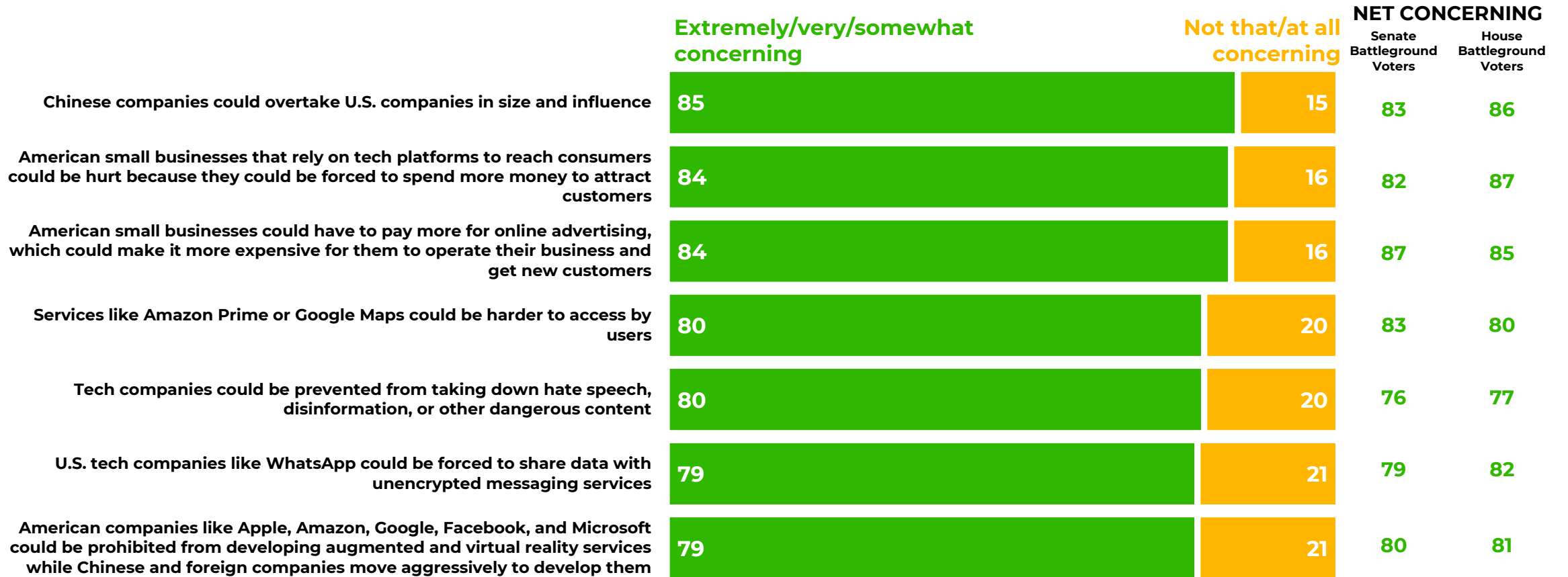
Competition restrictions on tech raise fears over U.S. security issues, especially cyber attacks and losing global technological advantages

For each please indicate how concerning it is to you personally.



Majorities are also concerned competition restrictions could harm American small businesses and consumers

For each please indicate how concerning it is to you personally.



Voters believe competition restrictions could harm U.S. economic competitiveness, advantage foreign adversaries, increase costs for small businesses

For each please indicate how believable it is that this will happen if competition restrictions are imposed on certain tech companies.

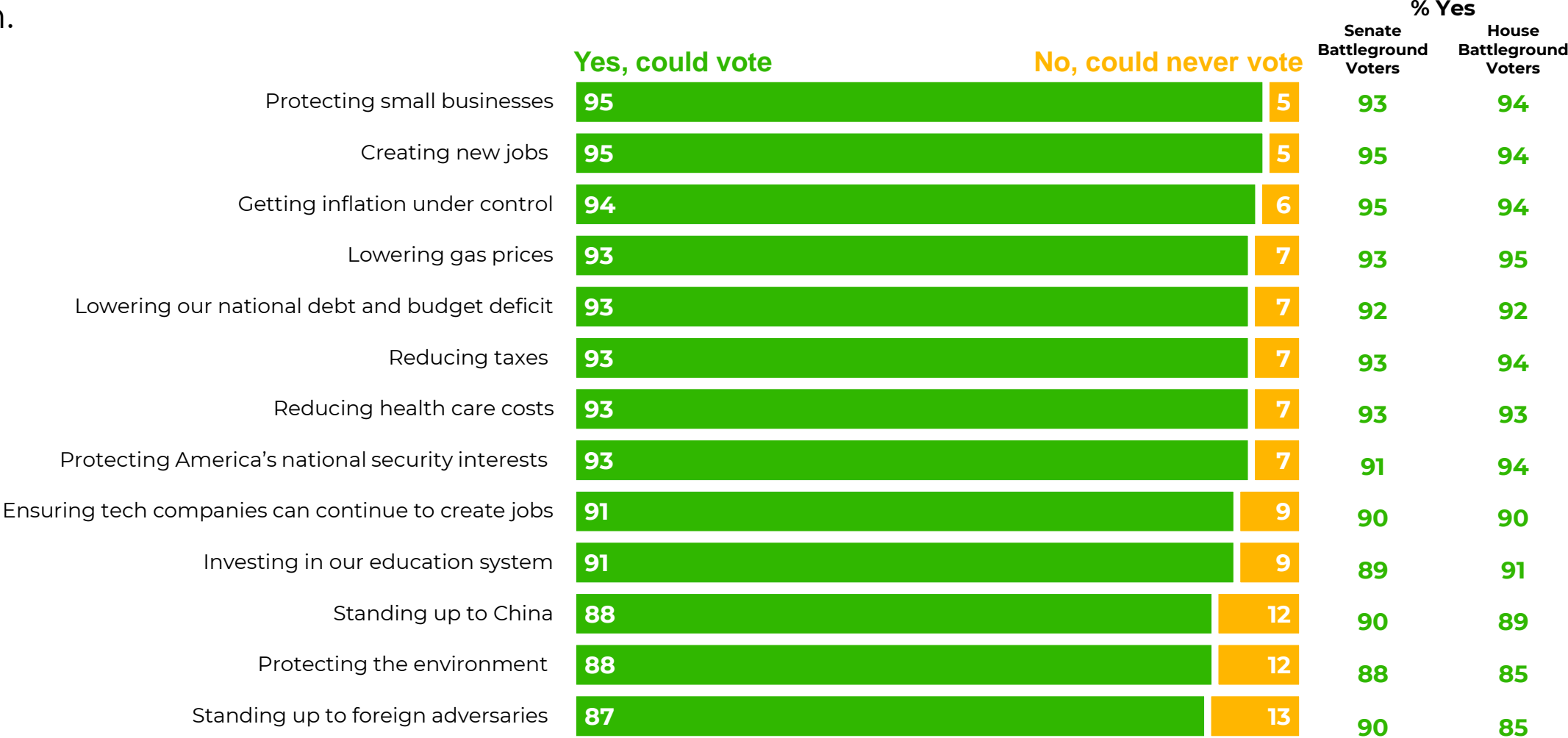
	Extremely/very/somewhat believable	Not that/at all believable	NET BELIEVABLE	
			Senate Battleground Voters	House Battleground Voters
Restricting American tech companies from developing innovative new products could make the U.S. could be less economically competitive	89	11	81	82
American small businesses that rely on tech platforms to reach consumers could be hurt because they could be forced to spend more money to attract customers at a time when inflation is already making things cost more	85	15	83	78
Severely restricting American companies' ability to innovate could give China and its companies more power to write the rules of the internet	84	16	77	80
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	84	16	77	76
There could be unintended negative consequences like greater threats to U.S. national security and the U.S. losing its economic competitive edge	84	16	81	77
Chinese companies could overtake U.S. companies in size and influence	83	17	76	77
U.S. consumers and national security could be more vulnerable to cyber attacks from Russia and China	81	19	75	75
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	81	19	80	75



Political Implications

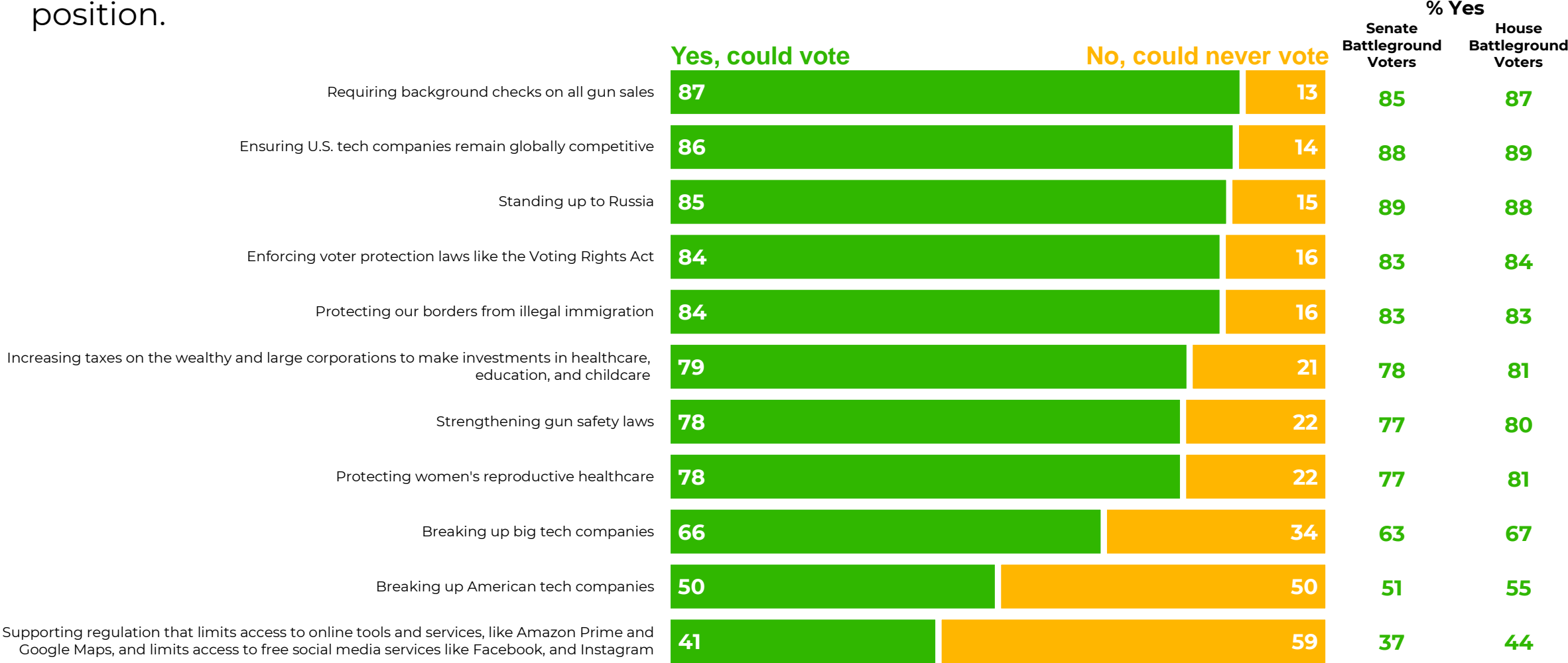
When casting their vote, voters prioritize economic issues, like protecting small businesses, creating jobs, and controlling inflation

For each position, please indicate whether you could ever vote for a candidate who holds each position.



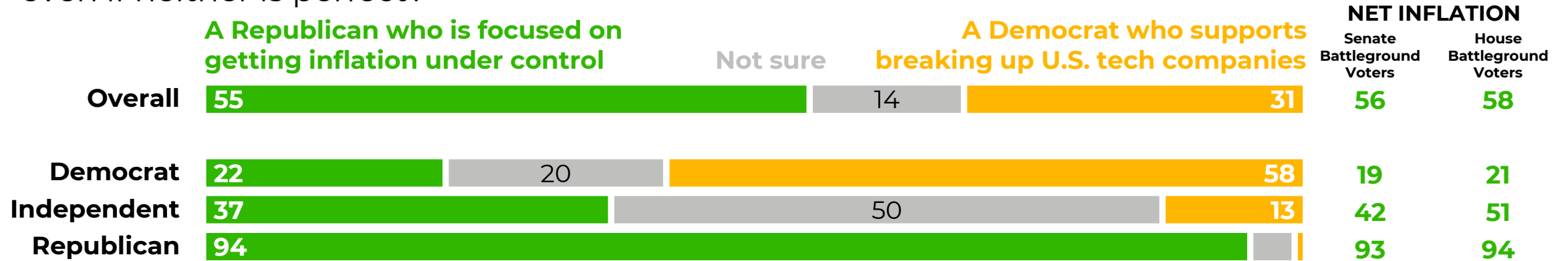
Half of voters could never vote for a candidate who supports breaking up U.S. tech companies

For each position, please indicate whether you could ever vote for a candidate who holds each position.

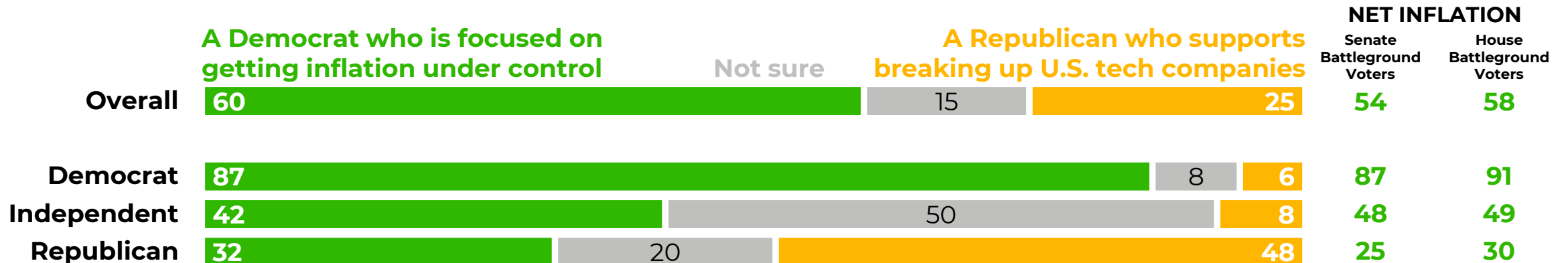


Candidates that focus on addressing inflation garner the most support

If the next election for Congress were today, which candidate would you be more likely to support even if neither is perfect?

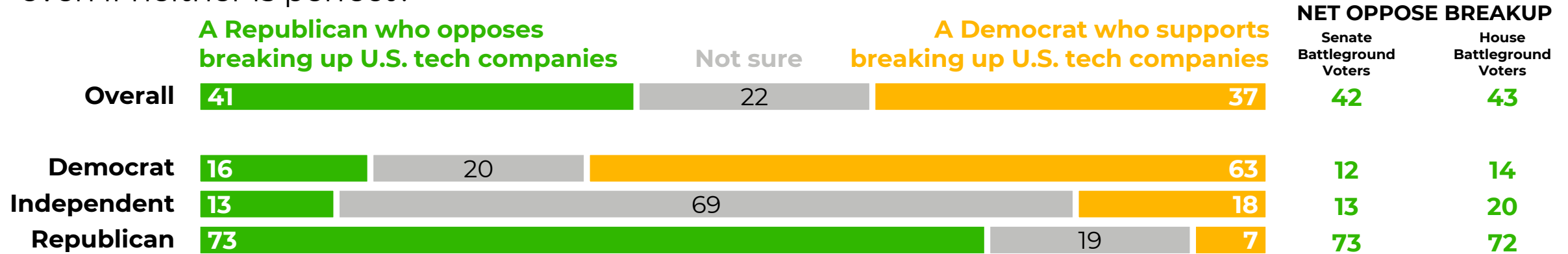


If the next election for Congress were today, which candidate would you be more like to support even is neither is perfect?

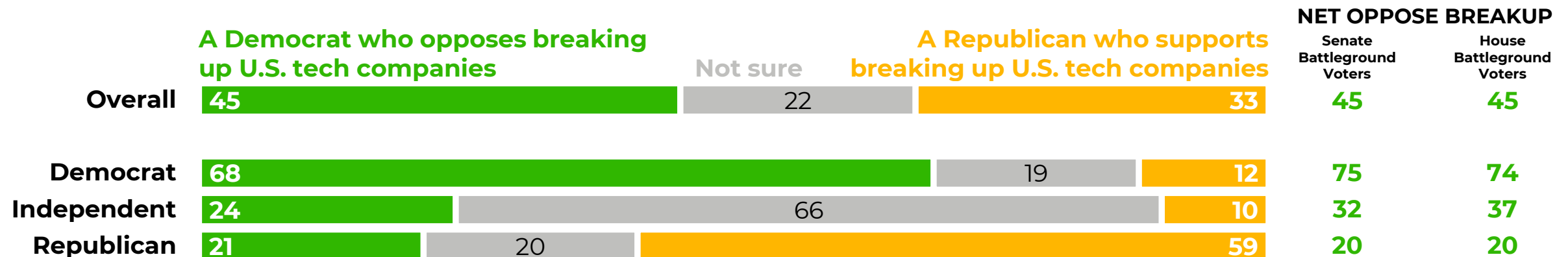


Voters prefer the candidate who opposes breaking up U.S. tech companies

If the next election for Congress were today, which candidate would you be more likely to support even if neither is perfect?

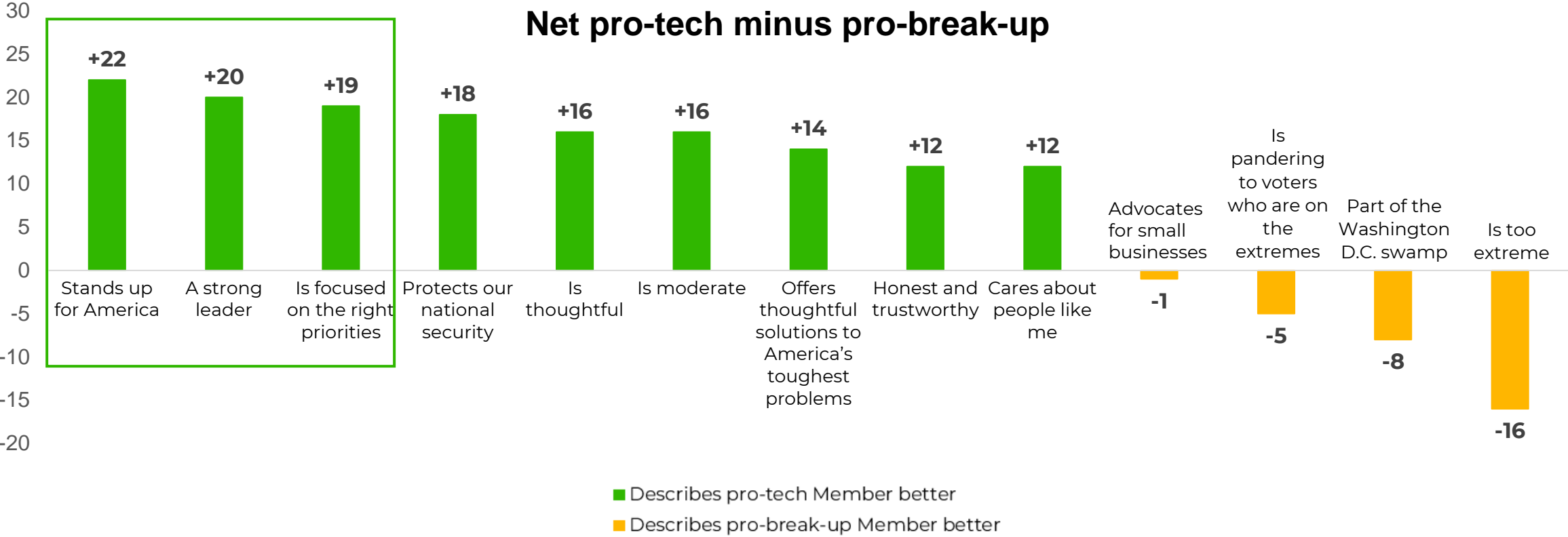


If the next election for Congress were today, which candidate would you be more like to support even if neither is perfect?



Lawmakers who vote to keep U.S. tech companies competitive have an edge on positive traits

Please indicate how well you feel each personal trait describes a member of Congress who votes to keep U.S. tech companies globally competitive / votes to break up U.S. tech companies.



Key Takeaways

The push in Washington for heavy-handed tech regulation is out of touch with voters' focus on inflation, national security, and health care. While policymakers advance competition restriction legislation, voters rank it as a low priority. Voters want Congress to prioritize inflation, national security, jobs and the economy, and health care.

Voters in the House and Senate battleground believe competition restrictions could harm the economy and national security. Eight-in-ten voters believe placing competition restrictions on the most successful American tech companies could make the U.S. less economically competitive and force small businesses to pay more during a stretch of high inflation, as well as make the country more vulnerable to cyber attacks.

Breaking up tech companies is politically unpopular. Even among the minority who support more regulation of U.S. tech companies, break-up is a fringe position. Voters see this as a misguided approach that will harm our global competitiveness.

Candidates that prioritize inflation and cost concerns stand to win this November. Midterm voters across the country and in the House and Senate battleground are poised to reward candidates that prioritize the issues that matter the most to them. Candidates that focus on getting inflation under control have an edge over those who prioritize breaking up U.S. tech companies. More than half of voters say they could never vote for candidates who support regulation that limits access to online tools and services like Amazon Prime and Google Maps, and to free social media services like Facebook and Instagram.