

August 30, 2022

To: Progressive Policy Institute

Fr: Impact Research

Re: **Voters Do Not See Tech Industry Competition as a Priority and Oppose the American Innovation and Choice Online Act**

Heading in to the 2022 election, voters in our recent nationwide poll are still hyper-focused on inflation and don't view a lack of competition between big companies as a driver of it. As a result, **increasing competition between big companies and U.S. tech companies is not a priority and voters oppose legislation that would limit tech companies' ability to integrate their own products.** In a tight political environment, candidates who support this legislation run the risk of appearing to be focused on the wrong priorities and voters say it would make them less likely to vote for politicians that do.

- **Inflation continues to be voters' top priority heading in to the 2022 election, while increasing competition between tech companies is not a priority.** With 68% of voters saying they expect prices to get higher in the next year, it's no surprise a majority (54%) currently say inflation and the economy is one of the issues they most want Congress to prioritize. Just 2% of voters say increasing competition between big tech companies should be a priority for Congress, ranking last of the eight options tested.
- **Just 1% of voters blame a lack of competition between companies the most for rising prices.** Only 9% say the lack of competition bares any blame at all. Instead, 55% of voters say problems with supplies chains are one of the top two reasons to blame for the recent rise in prices while 51% blame the policies of the Biden Administration and Democrats in Congress. While there is cross-partisan agreement that supply chains share some blame for rising prices (59% of Democrats, 58% of Independents, and 54% of Republicans), Democrats in D.C. are blamed by 94% of Republicans, 40% of Independents, and just 6% of Democrats.
- **After a short description of The American Innovation and Choice Online Act, voters oppose it by a wide 37-point margin.** Overall, just 24% of voters would support the Act while 61% would oppose it after learning more about the legislation. It is also opposed by a majority of voters across party lines, including 73% of Republicans, 54% of Independents, and 51% of Democrats.

These findings are based on the results of a nationwide multi-modal poll of likely 2022 voters by Impact Research. A total of N=1000 responses were collected (N=240 via landline, N=384 via cellphone, and N=376 via text-to-web) between August 10th and 17th, 2022. The margin of error for the total sample is +/- 3.1 percentage points at the 95% level of confidence.

- **The American Innovation and Choice Online Act clearly misses the mark for what voters are looking for within the tech industry.** When it comes to tech issues, increasing competition between U.S. tech companies or oversight over them is much less of a priority (3% say each should be a priority) and ranked at the bottom in importance to voters of the seven tech policies tested. Instead, voters most want to see the federal government work on protecting personal privacy and national infrastructure by preventing cyber-attacks (35%).
- **Supporting the American Innovation and Choice Online Act is more likely to harm candidates than help them.** Voters say they are less likely to support a candidate who voted for it by a 19 point margin (21% more likely, 40% less likely). With Democrats currently down 4 to Republicans on the nationwide generic ballot (40% to 44%) and the fact that both generic ballot persuadable voters and Independents say they are less likely to support a candidate who votes for this legislation by a 22-point margin, means it's a liability that neither party can likely afford at this point.
- **By wide margins, voters are more likely to vote for candidates focused on issues like inflation rather than increasing competition between U.S. tech companies.** Increasing competition between tech companies drives support for very few voters while more than 75% prefer candidates that are focused on issues like inflation, cutting taxes, lowering health care costs, and protecting Medicare and Social Security. This is also true for persuadable voters who instead of a candidate focused on increasing competition between U.S. tech companies would prefer a candidate focused on cutting taxes for the middle class by a 56-point margin, lowering health care costs by a 60-point margin, protecting Medicare and Social Security by a 66-point margin, and getting inflation and the cost of living under control by a 79-point margin.

Here are some different types of candidates that might run for office. For each, which candidate would you be more likely to vote for? A candidate that wants to...

