

REPUTABLE SURVEYS FIND: AMERICANS' TOP CONCERN IS INFLATION, NOT BREAKING UP TECH COMPANIES

Poll after poll shows that Americans overwhelmingly oppose regulations that would break tech services they love and do not rank more regulation on tech as a priority. In sharp contrast to polls from anti-tech advocates, that ask leading questions about whether or not Americans want tech regulation, which they use to feign broad support.

1. The top priority for Americans across the country is inflation and other economic issues, with very few Americans viewing more tech regulation as a priority, according to numerous surveys.

- Inflation tops the list of issues facing the country for voters, according to a [Harvard CAPS-Harris Poll](#) released in late April 2022.
- 68% of Americans, regardless of political affiliation, believe inflation is the most important issue facing them and their household. Overwhelmingly, Americans do not view tech regulation as a priority, with only 3% of U.S. adults ranking antitrust regulation of technology companies as a top issue. ([Consumer Technology Association](#))
- 89% of Americans say Congress should focus on addressing inflation rather than breaking up large tech companies ([NetChoice](#))
- Democrats and Independents do not prioritize tech as a public policy issue, but when they are asked about regulatory priorities for tech, their focus is on data privacy and security – not competition and antitrust. ([Chamber of Progress](#))
- Only 35% of voters in battleground states say the priority for lawmakers should be to rein in the largest U.S. technology companies, while 65% say it is more important to make sure U.S. companies can compete with Chinese and European technology companies than it is to rein in U.S. companies to promote competition for smaller companies. ([Progressive Policy Institute](#))
- Across 9 states (AK, FL, IA, ME, NE, SC, SD, UT, and WV), “pocketbook issues” are the top concern. Regulating U.S. tech companies lands at the bottom of the list. ([Taxpayers Protection Alliance](#))

2. Americans love the services they receive from tech companies and do not want these services to go away or change due to antitrust legislation.

- About 7 in 10 consumers said the convenience of e-commerce websites is a reason they continue to shop online, while over 4 in 5 consumers agreed that internet tools make it easier to find what they are looking for online. ([Morning Consult](#))

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- A majority of Americans oppose any breakup that has an unintended negative effect on consumers and the services provided by tech. More specifically:
 - 60% of Americans oppose breaking up Amazon if it meant eliminating two-day delivery options.
 - 59% of Americans oppose separating YouTube from Google if it meant they had to pay for YouTube. ([NetChoice](#))
 - Battleground voters oppose ideas like banning Amazon Prime from offering free shipping (63% strongly oppose, 85% total oppose) or requiring Google to shut down YouTube, Google Maps, and other apps it offers (42% strongly oppose, 73% total oppose). ([Progressive Policy Institute](#))
 - 83% of registered voters find Amazon Prime free shipping valuable and 82% find Google Maps in search results valuable; 67% find Amazon Basics products valuable. ([Morning Consult/Chamber of Progress](#))
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3. Pew Research found that fewer Americans want more government regulation of tech companies. And when it comes to what type of regulation that want, Americans want Congress to focus on improving their privacy and cybersecurity.

- 44% of Americans think major technology companies should be regulated more than they are now, down from 56% in April 2021. Conversely, the share of Americans who say they want less government regulation of major technology companies has roughly doubled, from 9% in previous years to one-in-five today. ([Pew Research Center](#))
 - Over 50% of voters say either cybersecurity or data privacy are the #1 issue they would like lawmakers to pursue. ([Chamber of Progress](#))
 - 44% of Americans want the government to avoid managing the security practices of private sector companies when it comes to protecting individual privacy and security. They indicated that they'd rather government instead focus on security incentives or permitting private sector companies to set their own security practices. ([Trusted Future and National Security Institute](#))
 - When asked which should be a bigger priority for American policymakers — making sure U.S. technology companies provide products that are safe to use and that respect consumers' privacy or reining in the largest U.S. technology companies so smaller American companies can compete — 72% of battleground voters say the focus should be safety and privacy, while 28% say it should be reining them in so more companies can compete. ([Progressive Policy Institute](#))
 - 66% of Americans trust the free market to address competition issues in the tech industry. ([NetChoice](#))
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4. Tech companies are trusted and loved by American consumers. There is no consumer groundswell against tech.

- For example, a recent [Morning Consult poll](#) found that Amazon and Google were the second and third most trusted brands in America.

- In an [Axios-Harris poll](#) that measures the reputation of America's 100 most visible companies, Amazon and Google received scores of 80.3 and 77.8, respectively—which puts them in the top third of America's most visible companies.
- Google's parent company, Alphabet, was ranked first in [Just Capital's 2022 corporate rankings](#), which ranks companies based on their performance on issues that their stakeholders care about.

5. Expert surveys find that Americans don't see corporations as responsible for inflation.

- A [survey of leading U.S. economists](#), conducted by the University of Chicago, found that:
 - 79% do not believe a significant factor behind today's higher US inflation is dominant corporations in uncompetitive markets taking advantage of their market power to raise prices in order to increase their profit margins, only 10% agreeing with the statement.
 - 84% say antitrust intervention would not reduce US inflation over the next 12 months.
- 75% of experts either disagree or strongly disagree that additional antitrust regulations could successfully reduce U.S. inflation in the next 12 months.

6. Businesses and consumers express concern over unintended consequences of regulation that would force tech companies to raise prices, eliminate or alter services offered to small and medium-sized businesses.

- 60% of pandemic startups are worried that efforts being pursued by the Biden administration and Congress to regulate big tech will negatively affect the sales and operations of their businesses. ([Small Business & Entrepreneurship Council](#))
- Small businesses say online marketplaces help them compete with larger retailers by: making it easier to bring new products to market (64%); increasing access to new markets (59%); lowering the barriers to connecting with new customers (46%). ([Connected Commerce Council](#))
- A majority of voters (52%) believe that new laws to increase competition against big tech would not help consumers like them. A majority (58%) also believe that the new laws could end up hurting consumers like them. ([Chamber of Progress](#))
- 61% of Americans say they'd be less likely to vote for a politician that supports proposals that could end Amazon Prime's two-day shipping.
 - 74% of Americans oppose a ban on Amazon promoting its own store-brand products (e.g. AmazonBasics). Only 12% support such a ban ([NetChoice](#))