

April 15, 2022

TO: Interested Parties
FROM: Erik Iverson, Moore Information Group
RE: Voter Sentiment on Regulating U.S. Technology Companies

Recent polling conducted across nine states (Alaska, Florida, Iowa, Maine, Nebraska, South Dakota, South Carolina, Utah and West Virginia) reveals three key takeaways surrounding voter attitudes toward regulating U.S. technology companies.

1) Voters want Congress working on pocketbook issues, not on regulating U.S. tech companies.

Voters believe the U.S. tech industry is important to the economy and national security (92% of voters across the 9 states says the tech industry is “very” or “fairly” important to the economy and 93% share this sentiment regarding national security).

“How important is the U.S. tech industry to our economy/national security?”

9-state average	Very/fairly important	Not very/not at all important	No opinion
Important to the economy	92%	6%	2%
Important to national security	93%	4%	2%

Yet, when it comes to priorities, voters want Congress to focus on pocketbook issues like addressing rising prices and improving the economy and creating jobs (31%) instead of placing new regulations on tech companies (just 1%). And concerns about inflation and the economy top the list for most voter subgroups, including high propensity Republican voters (37%).

“Which one of the following issues is the single most important for your U.S Senator to be working on?”

	9-state average
Stopping skyrocketing inflation*	19%
Improving the economy and creating jobs*	12%
Stopping illegal immigration	12%
Controlling taxes and government spending and the deficit	10%
Addressing social justice issues like voting rights and election equality	9%
Protecting Social Security and Medicare	7%
Making health care more affordable	7%
Addressing climate change	7%
Addressing education needs	4%
Reducing crime	2%
Dealing with COVID	2%
Regulating U.S. tech companies	1%
None/don't know	8%

**Pocketbook issues*

2) Voters want Congress to focus on protecting their online privacy and personal data, not on breaking up U.S. tech companies.

When asked specifically about new laws impacting tech companies, voters want Congress to focus on protecting online privacy and personal data from hackers (49%) and not on things like breaking up large U.S. tech companies.

"When considering new laws focused on technology companies, which one of the following policy goals should be the main focus for Congress?"

	9-state average
Protecting my online privacy and personal data from hackers*	28%
Making sure my personal data isn't misused or sold without my permission*	21%
Reducing political bias on social media	11%
Fighting misinformation on social media platforms	10%
Breaking up large U.S. technology companies into smaller ones	7%
Requiring tech companies to disclose what personal information they use to create algorithms	6%
Encouraging tech companies to serve as a moderator of what can and cannot be posted on social media	3%
Limiting the ability of tech companies to grow larger	3%
None/don't know	10%

**Protecting online privacy/personal data*

Furthermore, 60% of voters say anti-trust issues are complex and congress should take its time to study all sides before voting on any legislation regulating tech companies. In fact, just 25% of voters believe regulating big tech is an urgent problem that needs to be addressed immediately. Even among solid Republican high propensity voters, 56% say Congress should take its' time while just 27% believe it is an urgent issue.

"Which one of the following views about proposed legislation affecting the tech industry comes closest to your own?"

*This is an **urgent problem** that needs to be fixed and Congress should hurry up and pass this legislation right away,*

OR

*This is a **complex issue** and Congress should take the time to study all sides before voting on it."*

	9-state average
Complex issue and Congress should take time to study before voting on it	60%
Urgent problem/Congress needs to hurry and pass legislation right away	25%
Don't know	15%

3) Voters don't like China and they don't support legislation that makes online data vulnerable to Chinese hackers and foreign cyber-attacks, or that gives Chinese companies a competitive advantage over U.S. tech companies.

China is viewed unfavorably by nearly three-out-of-four (74%) voters.

"What is your opinion of China?"

	9-state average
Favorable	10%
Unfavorable	74%
No opinion	16%

Accordingly, that sentiment plays a significant role in shaping voter opinions about placing new regulations on U.S. technology companies:

- 67% of voters are less likely to support new regulations out of concerns American tech companies would be forced to share customers' personal data with their Chinese competitors, making online information vulnerable to hackers.
- 60% are less likely to support legislation out of concerns that new regulations would put American tech companies at a competitive disadvantage with China.
- 58% are less likely to support new regulations because they could weaken safety and security protocols -- making the U.S. vulnerable to foreign cyber-attacks.
- These concerns span all partisanship with Democrats, Independents and even strong, reliable Republican voters in agreement.

Methodology: A total of 3,900 interviews were conducted among voters across nine states: Alaska, Florida, Iowa, Maine, Nebraska, South Dakota, South Carolina, Utah and West Virginia. Dual-mode live telephone (cell and land line) and online interviews were conducted March 2-29, 2022.