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Computer & Communications Industry Association
Open Markets. Open Systems. Open Networks.

Opinions on Technology Industry Regulation

—— **SEPTEMBER 2024**

Methodology

This poll was conducted between September 6th – 9th, 2024, on behalf of the Computer and Communications Industry Association, among 2,500 registered voters. The interviews were conducted online, and the data was weighted to approximate a target sample of registered voters based on age, gender, race, educational attainment, 2020 presidential vote, and region.

Results from the full survey have a margin of error of +/- 2 percentage points depending on demographic group.

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Key Takeaways

1 **Leading American technology companies have a positive impact on the world.**

Voters agree that leading American technology companies have a positive impact on their communities and recognize the impact they have on the economy, innovation, and the U.S.'s standing on the global stage.

2 **Technology industry regulation is not a priority for voters.**

Voters make it clear that there are other top priorities for Congress to address, like the economy, healthcare, and crime, and not regulation of the technology industry.

3 **Breaking up technology companies is not an important outcome of regulation for voters.**

Only one-in-ten voters identified breaking up technology companies as the most important outcome of regulating technology companies and very few even trust the federal government to determine regulations.
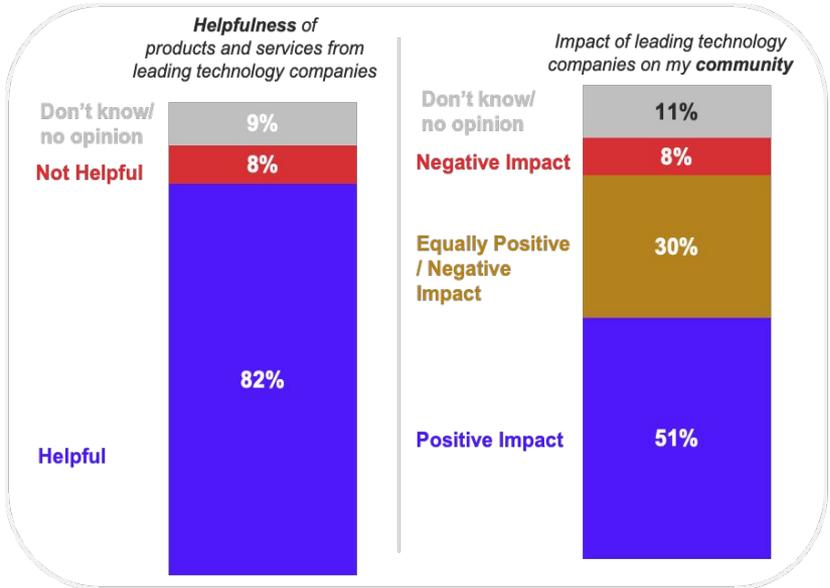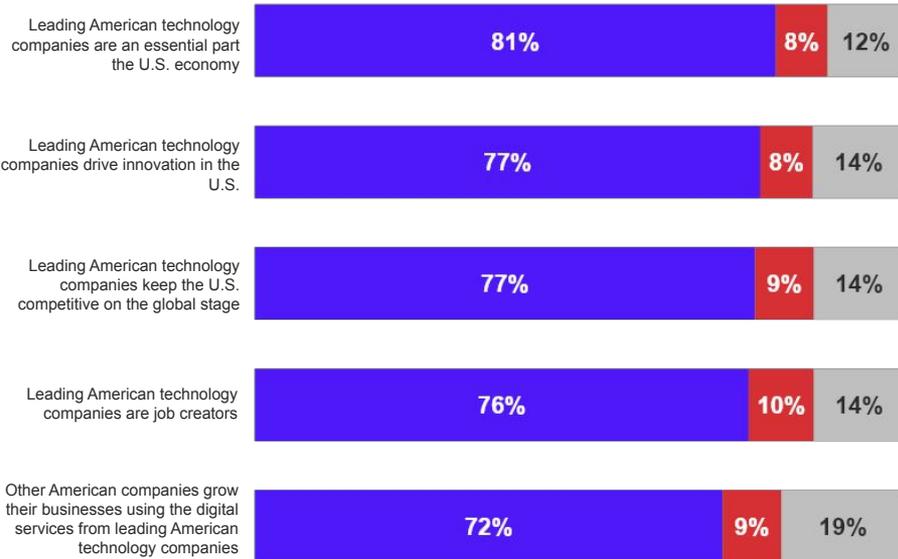
4 **Government action against technology companies will have an electoral impact.**

Half of voters, including both Democrats and Republicans, are less likely to vote for their members of Congress if they support government action that threatens widely used digital tools.

Voters recognize the positive impact that leading American technology companies have in their lives, their communities, and for the standing of the U.S. on the global stage

Agree | Disagree | Don't know/no opinion

Leading American technology companies are an essential part the U.S. economy	81%	8%	12%
Leading American technology companies drive innovation in the U.S.	77%	8%	14%
Leading American technology companies keep the U.S. competitive on the global stage	77%	9%	14%
Leading American technology companies are job creators	76%	10%	14%
Other American companies grow their businesses using the digital services from leading American technology companies	72%	9%	19%

Helpfulness of products and services from leading technology companies

- Don't know/ no opinion — 9%
- Not Helpful — 8%
- Helpful — 82%

*Impact of leading technology companies on my **community***

- Don't know/ no opinion — 11%
- Negative Impact — 8%
- Equally Positive / Negative Impact — 30%
- Positive Impact — 51%

Voters believe that Congress should have more important priorities than regulating technology companies and very few want technology companies broken up

Congressional Priorities	% Top Priority
1. The economy	75%
2. Crime	58%
3. Healthcare	58%
………..	
16. Labor and unions	18%
17. Technology industry regulation	**16%**

Technology Industry Regulation

19%

of voters say they trust the federal government to ensure the appropriate level of competition in digital markets

10%

of voters say breaking up technology companies is the most important outcome of regulating technology companies

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Around half of voters are less likely to vote for their member of Congress if they supported a government action that threatened widely used digital services like free use of Google Maps

Total Less Likely | **No Change** | **Total More Likely** | Don't know/no opinion

	Total Less Likely	No Change	Total More Likely	Don't know/no opinion
Registered Voters	50%	23%	16%	11%
Democrats	46%	24%	21%	9%
Independents	53%	24%	10%	14%
Republicans	52%	22%	13%	12%

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