



Survey of House Battleground Voters

Prepared for the New Democrat Coalition

January 7, 2022



Methodology

- This presentation displays the results of an online survey among approximately 40 registered voters in each of the following Battleground Congressional Districts: AZ-01, CA-10, GA-07, IA-03, IL-14, ME-02, MI-08, MN-02, NH-01, NJ-03, NY-19, OR-04, PA-08, TX-07, TX-32, VA-02, VA-07, WA-08, WI-03.
- The survey was conducted November 13-22, 2021.
- In 95 cases out of 100, the responses to this survey should fall within $\pm 3.5\%$ of those that would have been obtained from interviewing the entire population of registered voters in Battleground Congressional Districts listed above. The sampling error for subgroups of the survey will be greater.
- The data have been weighted by sex, education, age, race, party identification within urbanicity, retrospective 2020 presidential vote, and region to better reflect the composition of the electorate.

Demographics

52 Female
48 Male

35 Age 18-44
26 Age 45-59
39 Age 60 or older

89 White
6 Hispanic
3 Black
2 AAPI

44 Income <\$60k
56 Income \$60k+

84 Non-Union HH
16 Union HH

61 No degree
39 College grad

48 Rural
31 Suburban
21 Urban

48 Biden
46 Trump
2 Other
4 Did not vote

37 Republican
32 Independent
30 Democrat

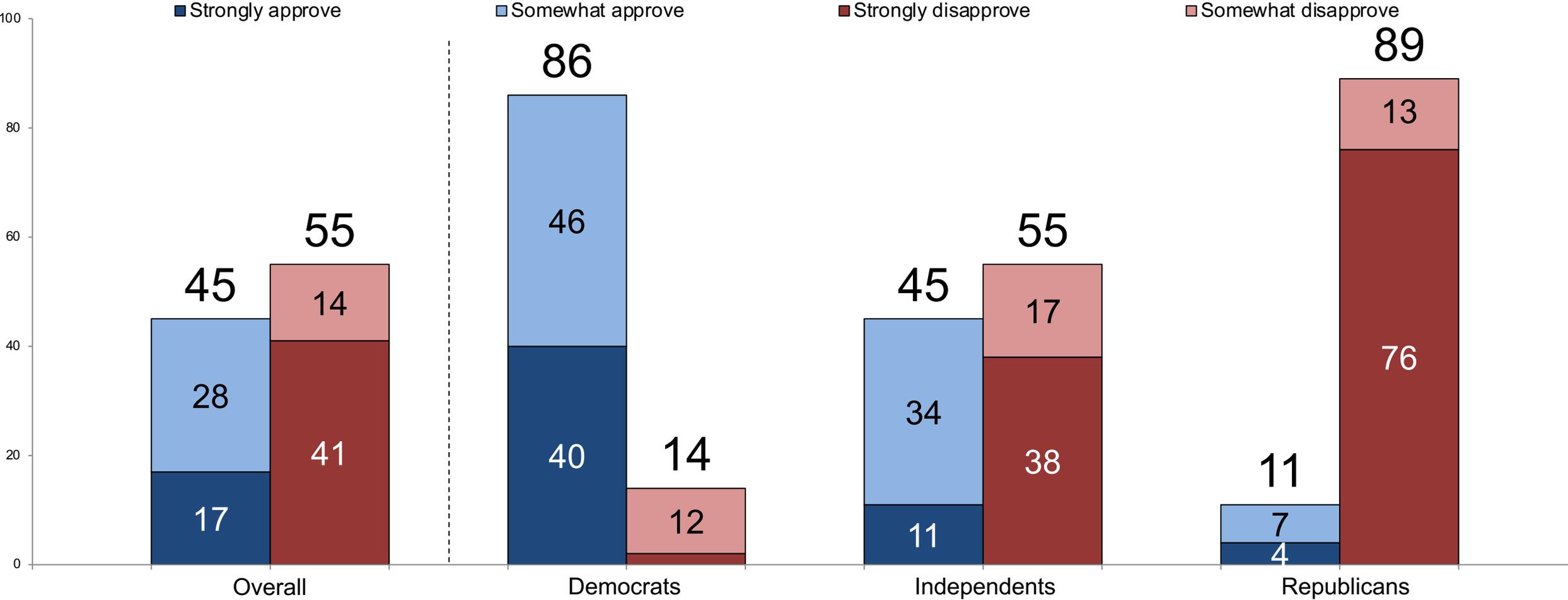
Key Takeaways

- Most Battleground Democrats and Independents have some concerns about tech, but also see the industry as a source for helpful products and good job opportunities. They do not support "leaving tech alone" OR breaking up Big Tech.
- 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**.
- After learning about the impact of antitrust legislation – hearing both arguments for and against – support moves against the legislation by 31 points among Democrats and 40 points among Independents.
- Most voters do not think tech competition legislation will help them and in fact believe that it may hurt them. They are especially inclined to oppose the bills if they negatively impact Amazon Prime.
- President Biden has a 45%-55% job approval in the Battleground.

Electoral Approval Snapshot

President Biden's approval ratings among battleground CD voters is closely in line with the national average. A majority disapproves of the job he is doing as President, especially white voters without a college degree and rural voters.

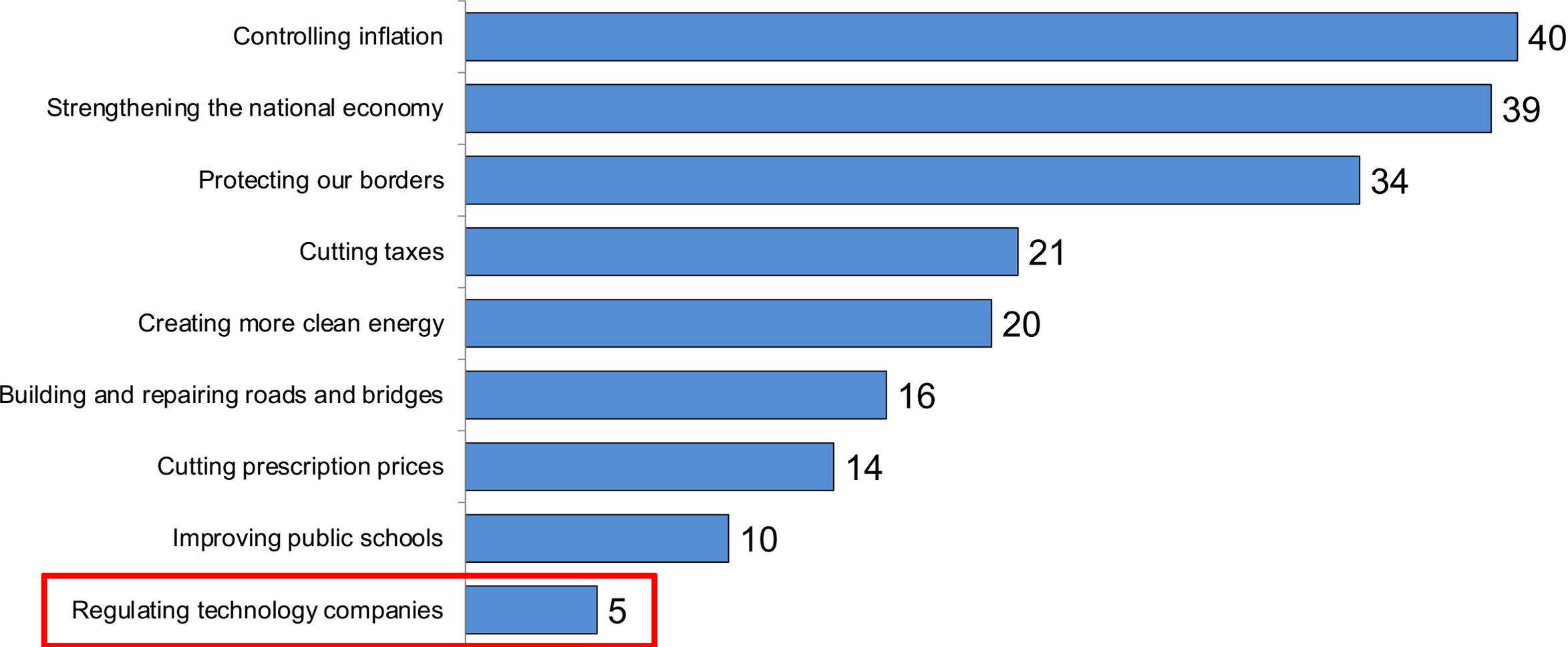
Joe Biden Approval Rating



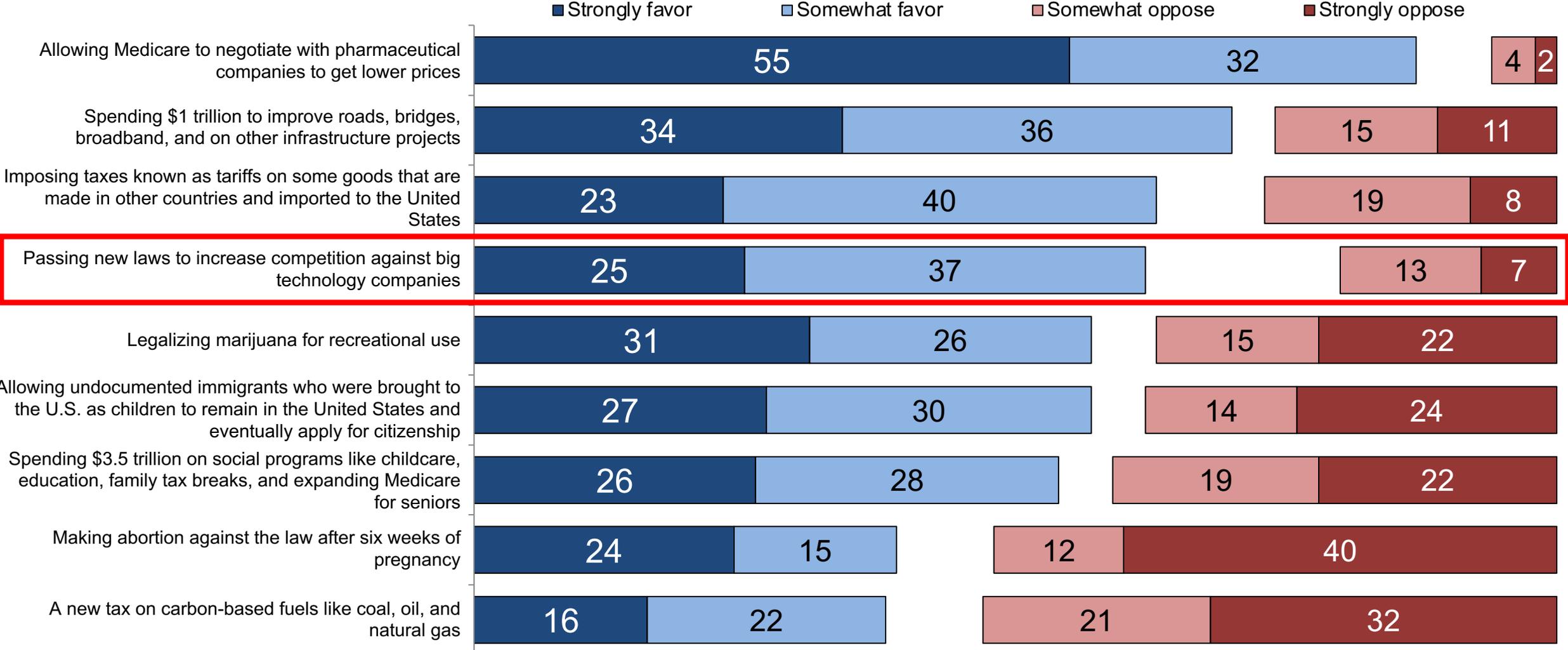
Voter Priorities

We asked voters about their top issue priorities. Even when allowed to choose multiple issues, tech regulation is not a priority for these battleground voters.

What are the TWO issues that you want your Member of Congress/U.S. Senator to make a priority?



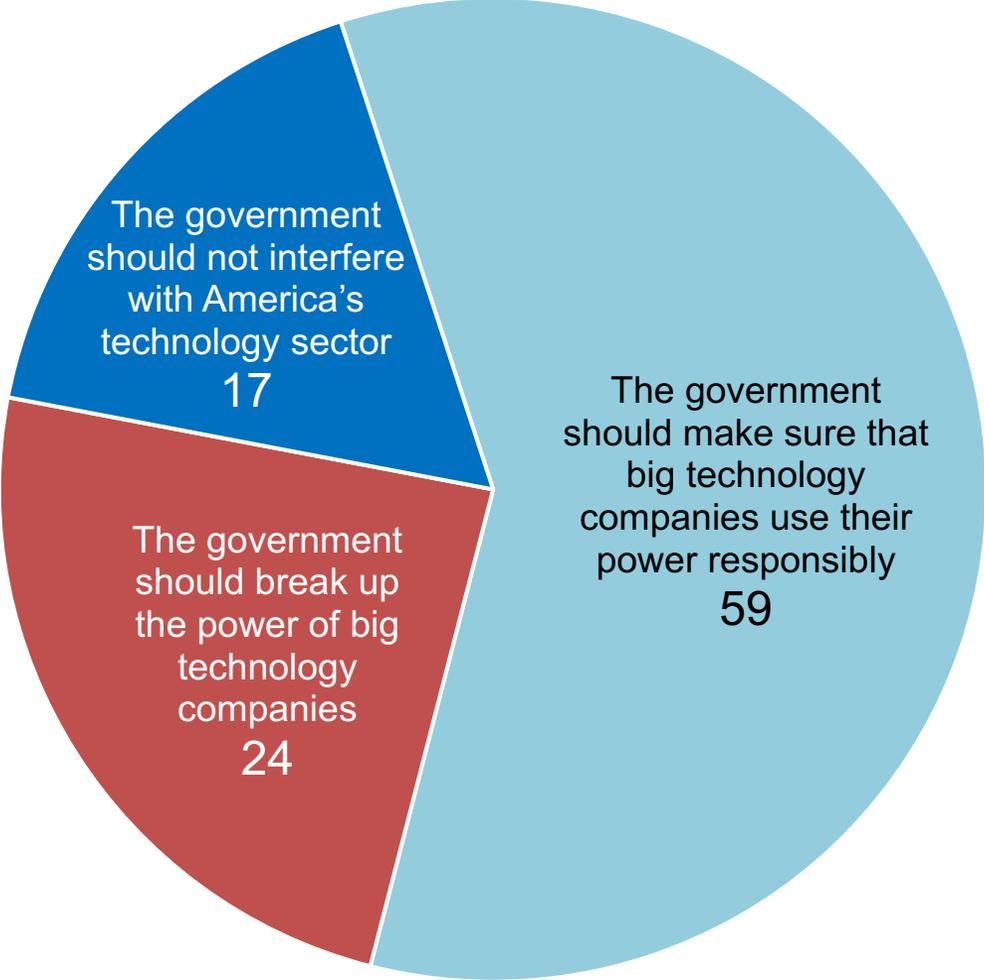
When using the language of tech regulation proponents, there is initial support (62%) for increased competition.



Tech and Power

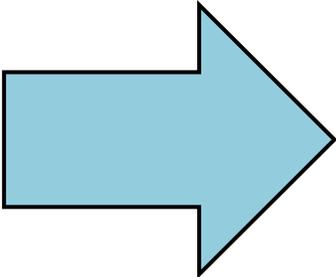
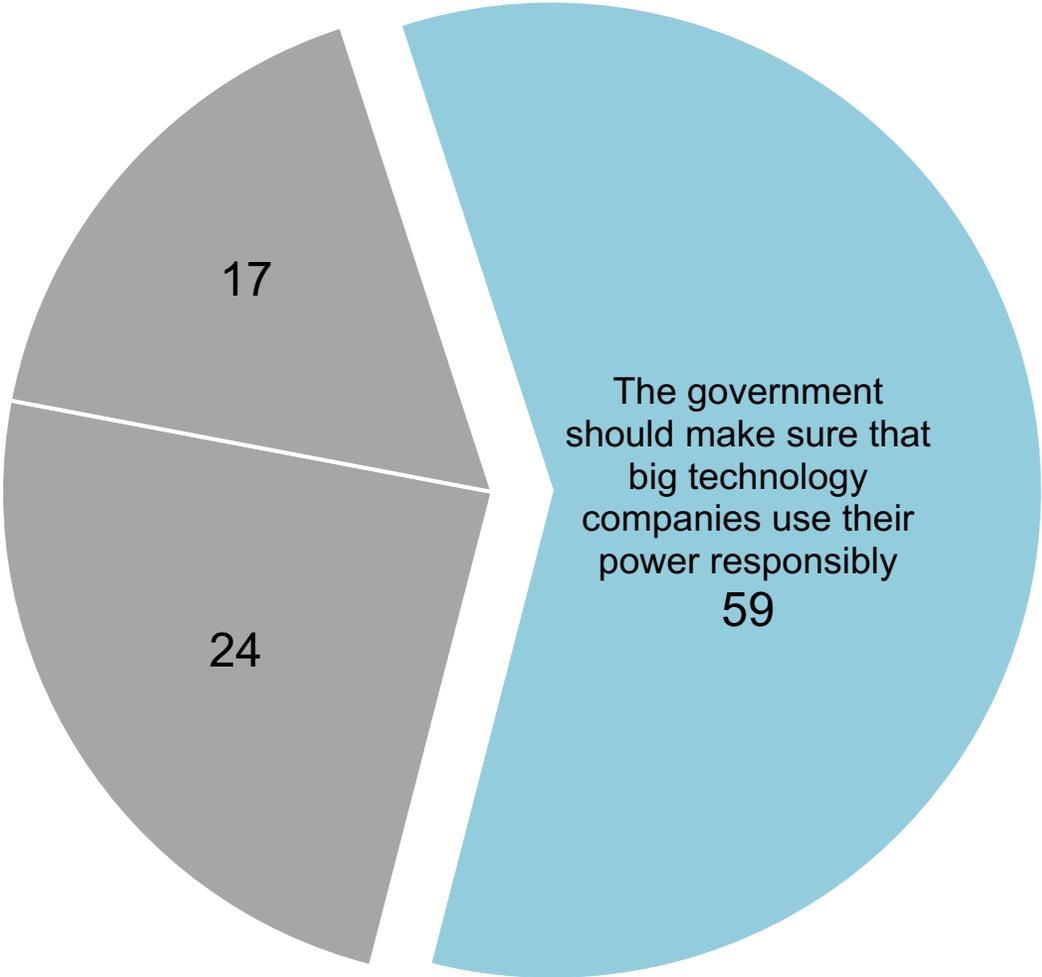
There are three kinds of attitudes about tech with most voters (59%) wanting some government action on tech.

Which of the following is closer to your opinion, even if none of them is exactly right?



These voters tend to be more female and almost evenly split among party.

Which of the following is closer to your opinion, even if none of them is exactly right?

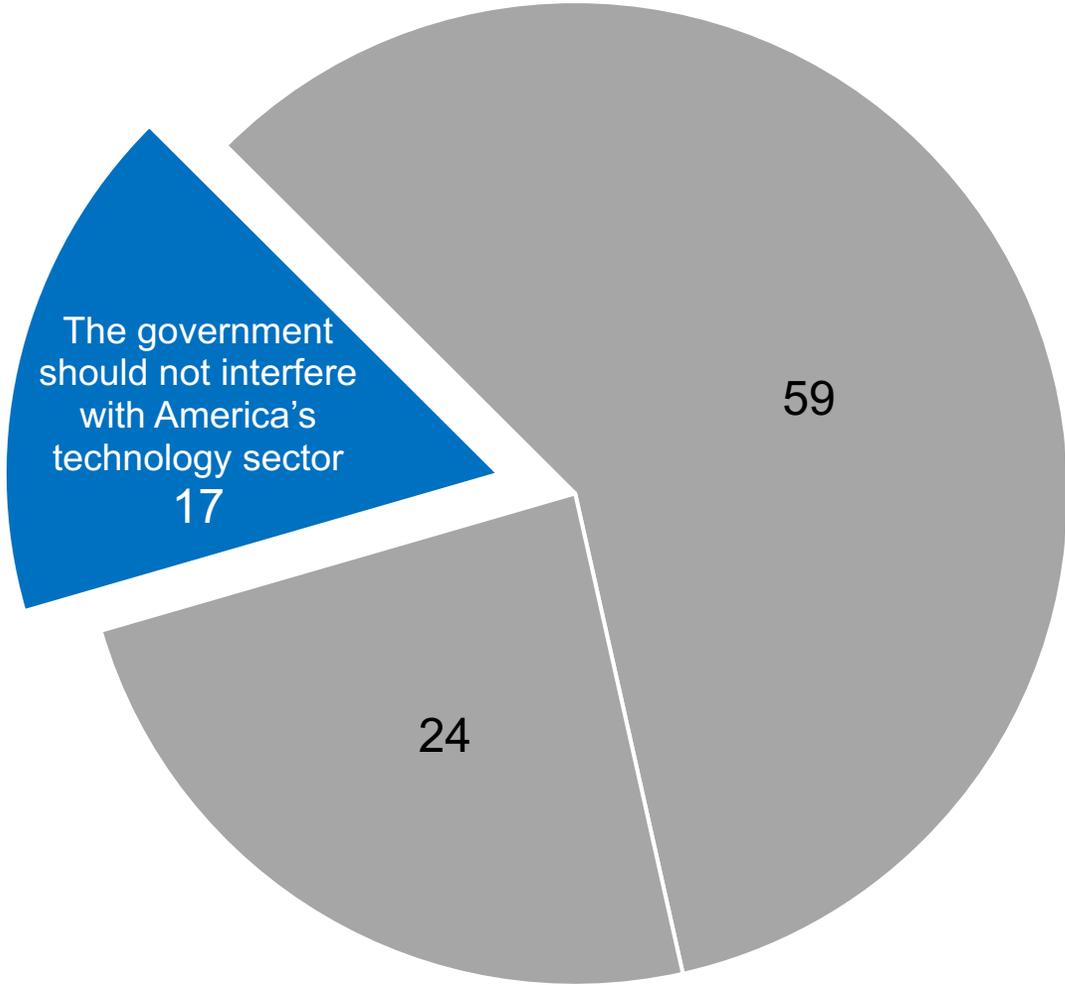
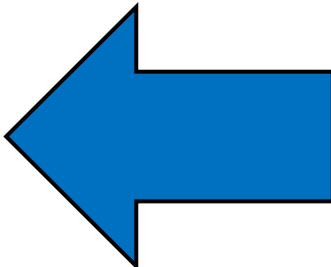


55% Female
36% Age 18-44
26% Age 45-59
38% Age 60+
60% No degree
88% White
6% Hispanic
3% Black
1% Asian
35% Dem, 32% Ind, 33% GOP
52% Biden Approval

Those who are against any form of regulation are more female, older, and Republican.

Which of the following is closer to your opinion, even if none of them is exactly right?

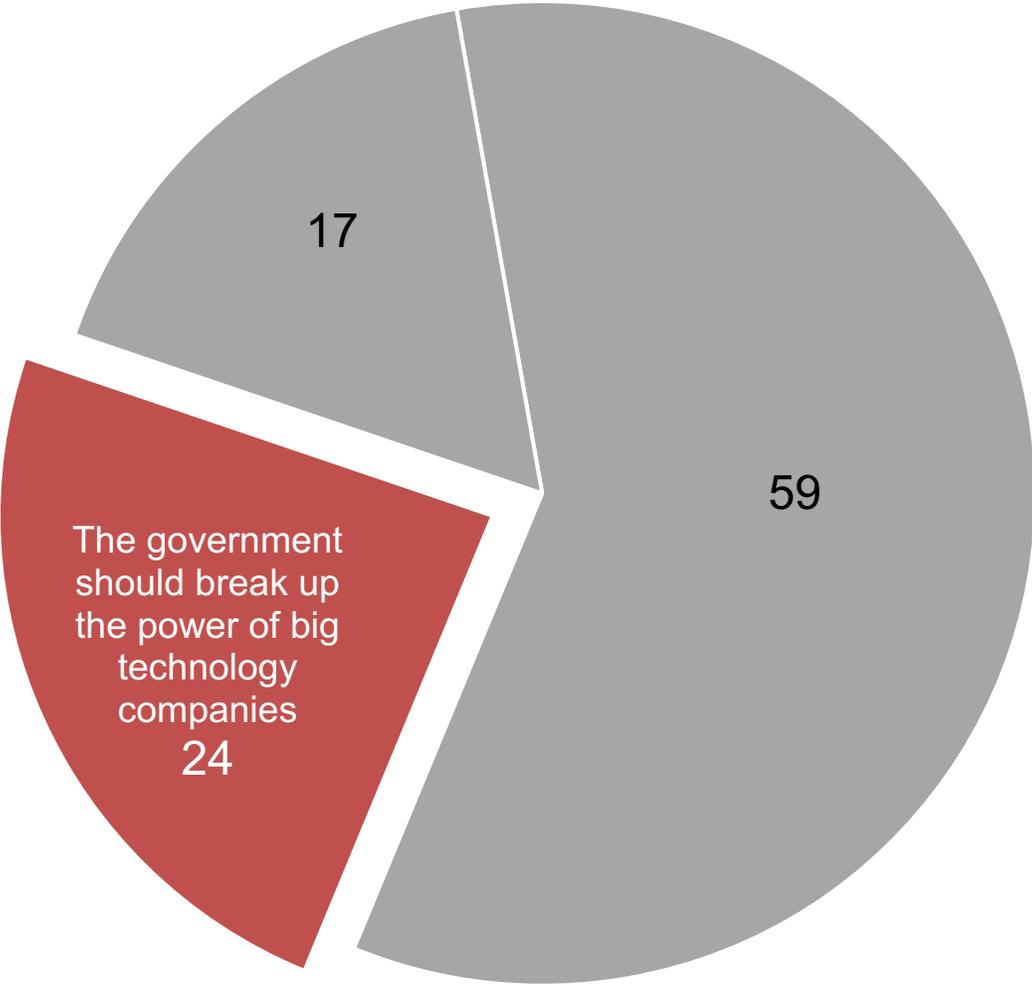
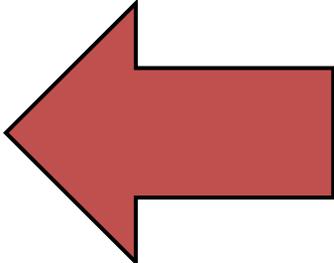
62% Female
32% Age 18-44
26% Age 45-59
42% Age 60+
59% No degree
87% White
7% Hispanic
5% Black
3% Asian
18% Dem, 32% Ind, 50% GOP
30% Biden Approval



And the 24% who want these companies broken up lean more male and older with higher disapproval of President Biden.

Which of the following is closer to your opinion, even if none of them is exactly right?

39% Female
33% Age 18-44
27% Age 45-59
40% Age 60+
64% No degree
91% White
4% Hispanic
3% Black
1% Asian
28% Dem, 33% Ind, 39% GOP
38% Biden Approval



These segments are useful because the majority opinion is very winnable for Democrats.

Not Interfere (17%)

62% Female

32% Age 18-44

26% Age 45-59

42% Age 60+

59% No degree

87% White

7% Hispanic

5% Black

3% Asian

18% Dem, 32% Ind, 50% GOP

30% Biden Approval

Responsibly (59%)

55% Female

36% Age 18-44

26% Age 45-59

38% Age 60+

60% No degree

88% White

6% Hispanic

3% Black

1% Asian

35% Dem, 32% Ind, 33% GOP

52% Biden Approval

Break up (24%)

39% Female

33% Age 18-44

27% Age 45-59

40% Age 60+

64% No degree

91% White

4% Hispanic

3% Black

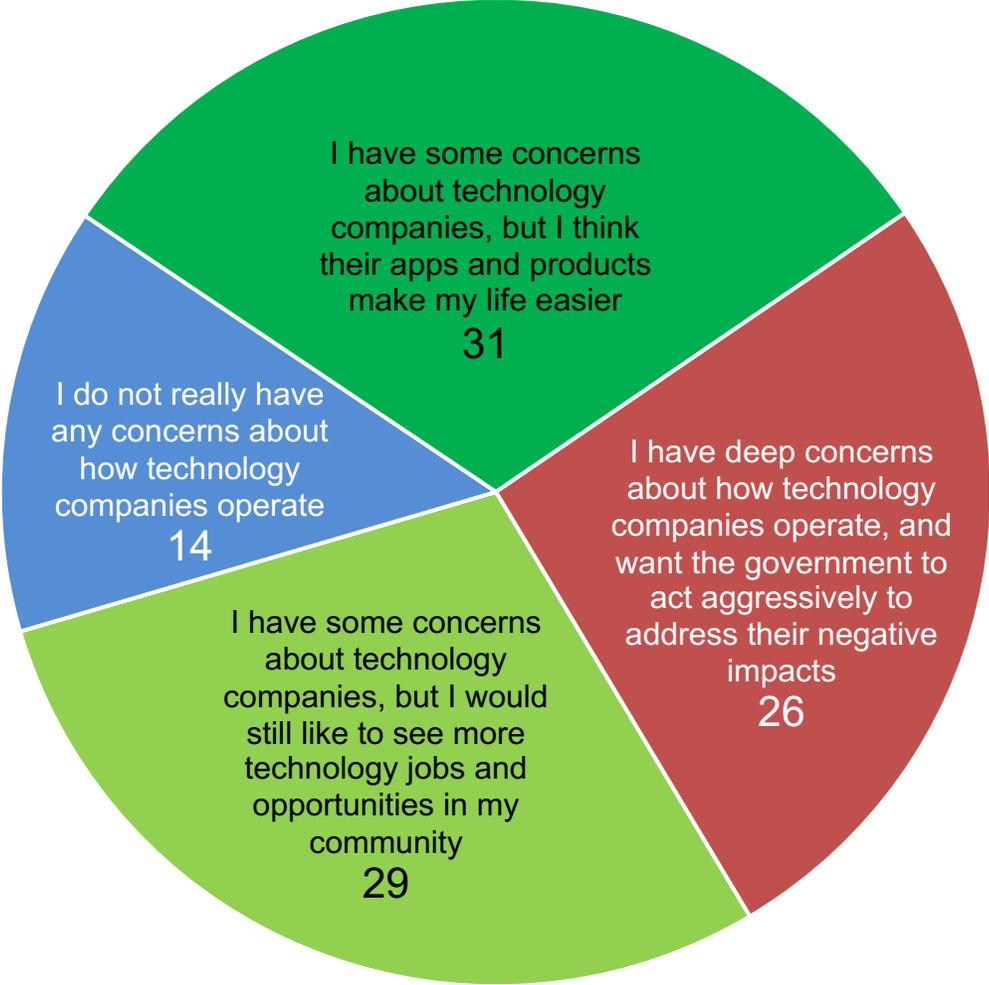
1% Asian

28% Dem, 33% Ind, 39% GOP

38% Biden Approval

Most battleground voters (86%) have at least some concern about tech companies but only 26% want aggressive government intervention.

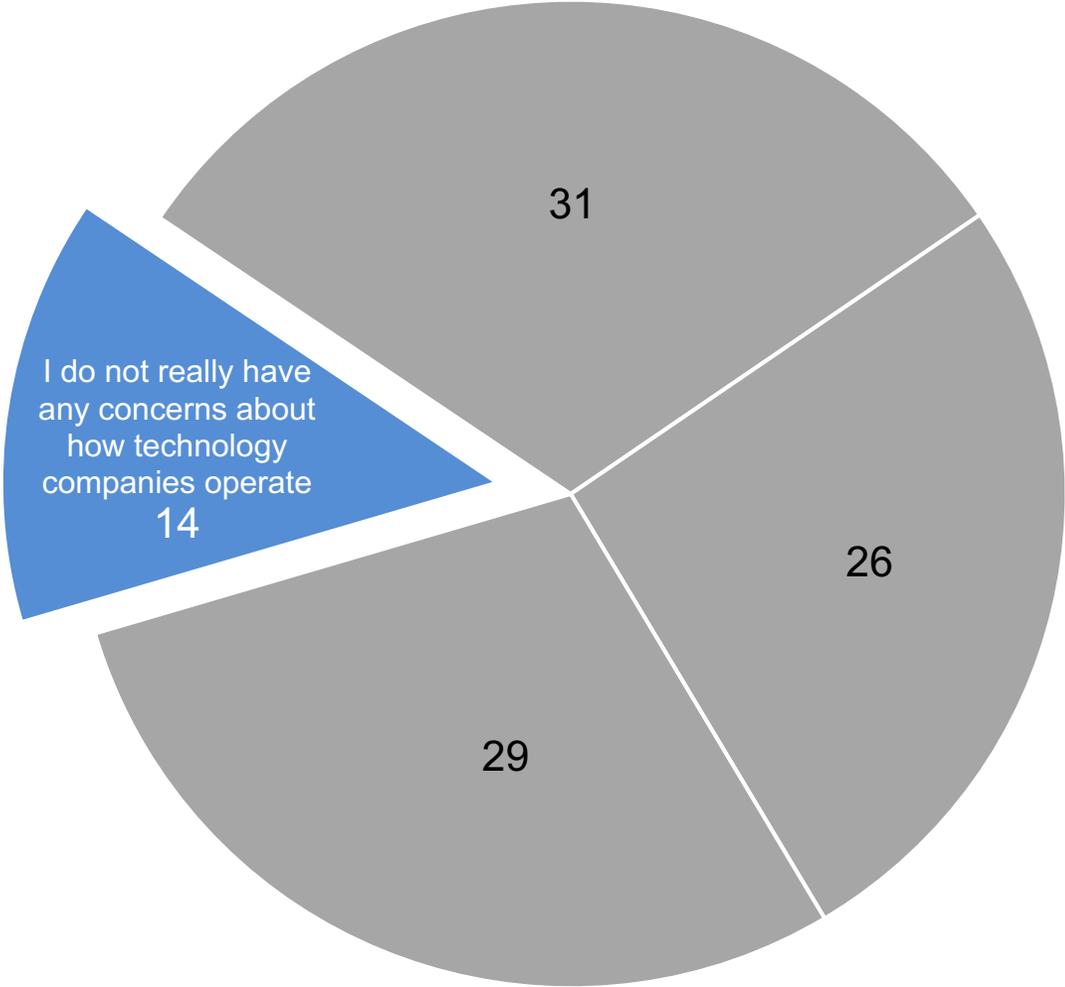
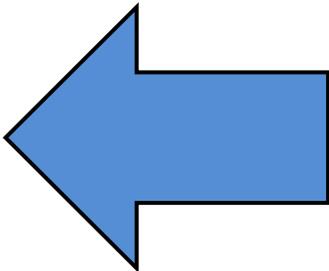
Which of the following is closer to your opinion, even if none of them is exactly right?



Those without concerns are almost evenly split among gender, party, and age.

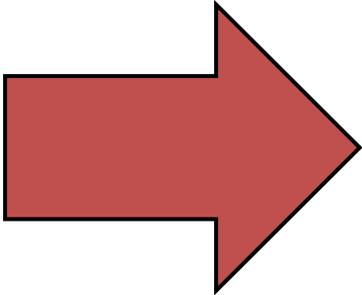
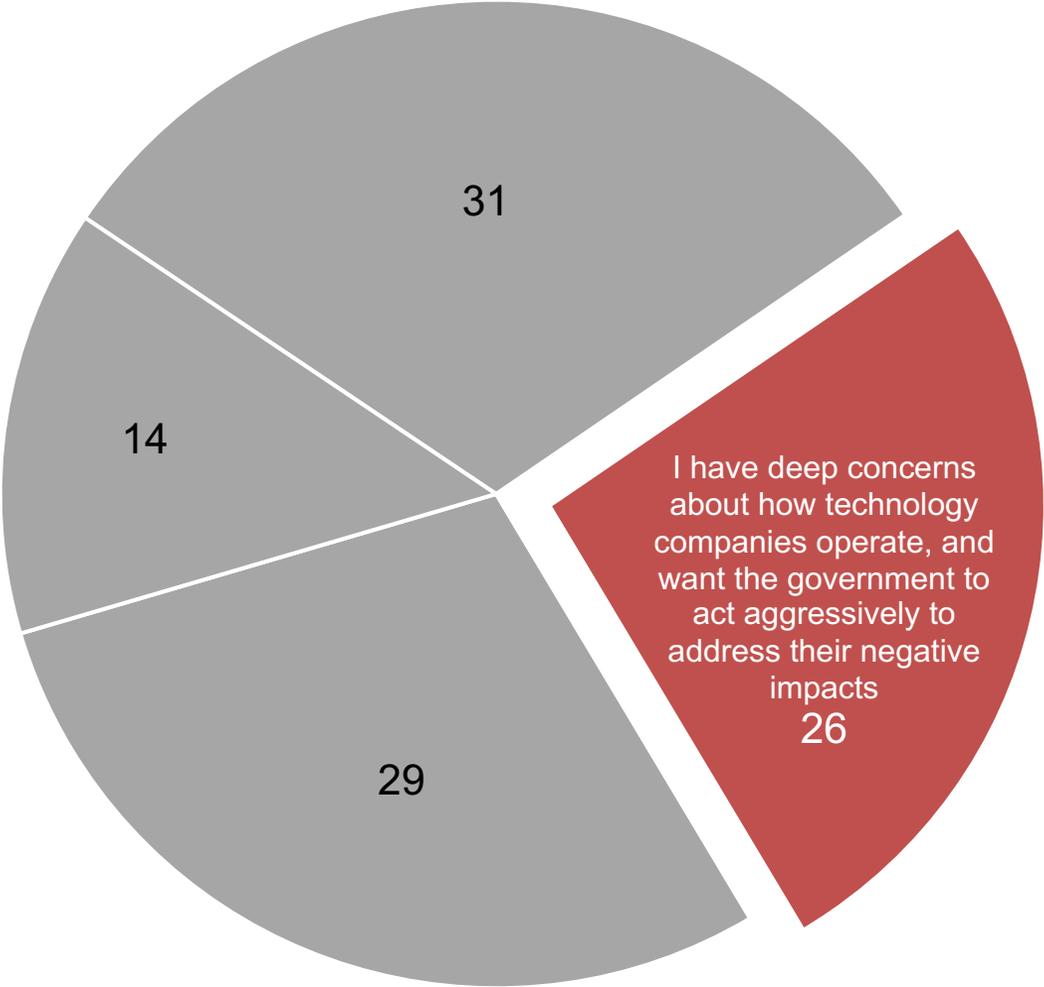
Which of the following is closer to your opinion, even if none of them is exactly right?

57% Female
33% Age 18-44
28% Age 45-59
38% Age 60+
66% No degree
94% White
1% Hispanic
1% Black
3% Asian
63% Rural, 25% Suburban,
12% Urban
29% Dem, 35% Ind, 36% GOP
38% Biden Approval



However, those with deep concerns lean more male, older, and Republican.

Which of the following is closer to your opinion, even if none of them is exactly right?

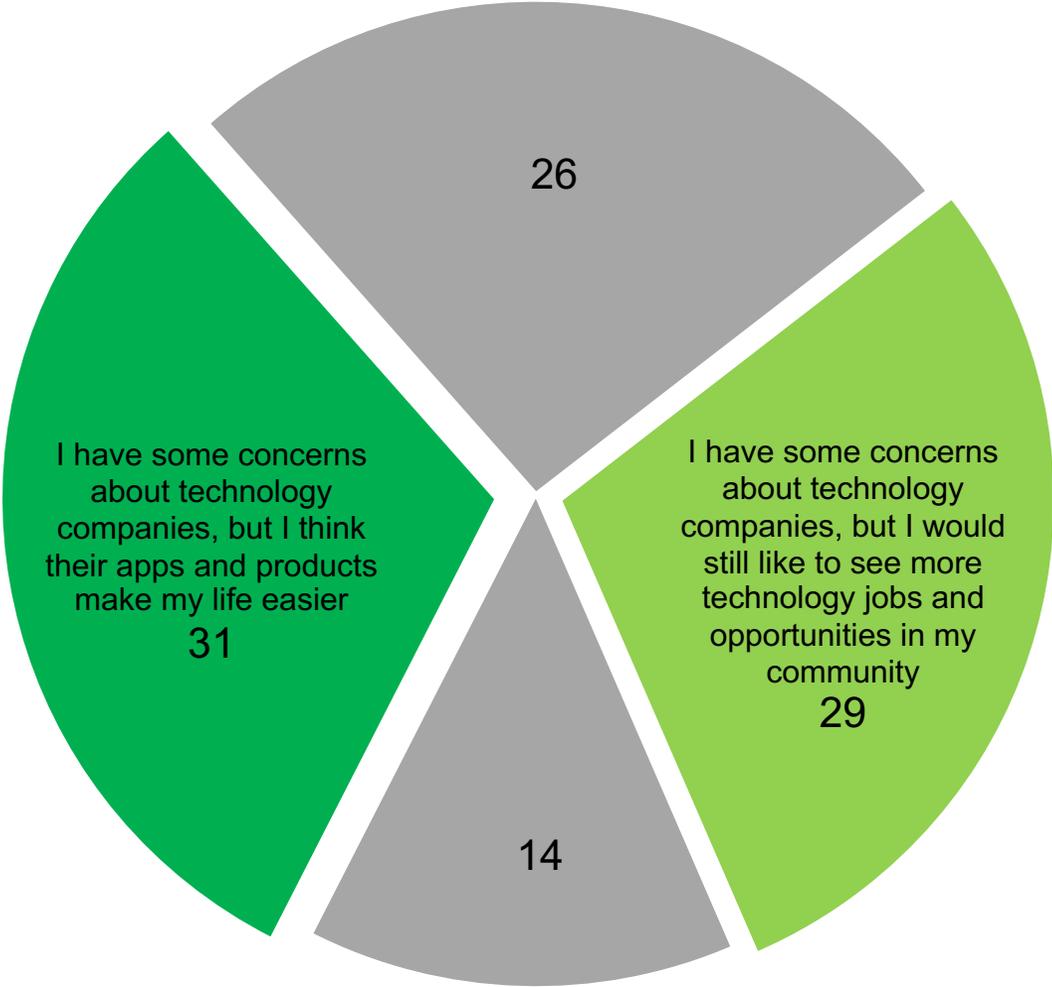


45% Female
26% Age 18-44
29% Age 45-59
45% Age 60+
62% No degree
93% White
3% Hispanic
2% Black
1% Asian
47% Rural, 31% Suburban,
22% Urban
27% Dem, 34% Ind, 38% GOP
42% Biden Approval

The two groups that have some concerns which are outweighed by the benefits are more female and almost evenly split by party.

Which of the following is closer to your opinion, even if none of them is exactly right?

54% Female
42% Age 18-44
25% Age 45-59
34% Age 60+
59% No degree
83% White
10% Hispanic
5% Black
2% Asian
51% Rural, 31% Suburban,
18% Urban
32% Dem, 28% Ind, 40%
GOP
48% Biden Approval

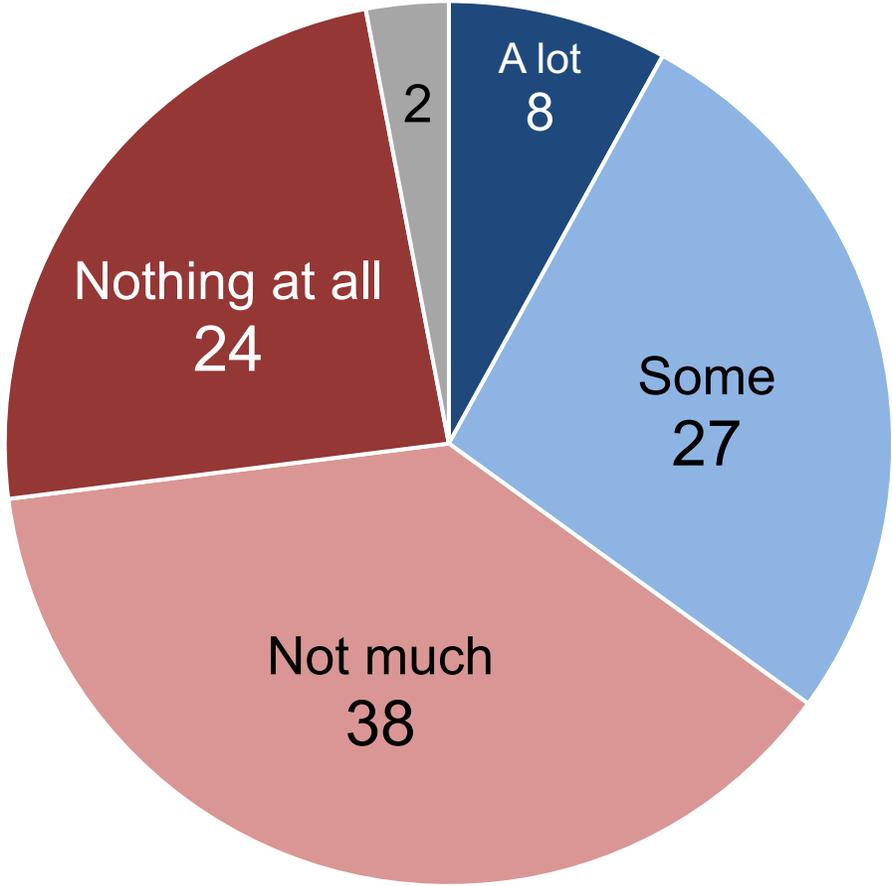


54% Female
37% Age 18-44
23% Age 45-59
40% Age 60+
59% No degree
88% White
6% Hispanic
3% Black
2% Asian
39% Rural, 34% Suburban,
27% Urban
33% Dem, 34% Ind, 34%
GOP
47% Biden Approval

Views on Impacts of Senate Tech Proposals

Far fewer voters (35%) have heard anything about potential new tech laws. Those who have are higher income, men, and without children under 18 in the household.

As you may know, Congress is considering passing new laws to increase competition against big technology companies. First, how much have you heard about this?



35%
Heard

- 69% No children in HH
- 64% \$60,000+
- 61% Male
- 50% College Grad
- 55% Biden Voters
- 54% Biden Approval
- 21% Urban, 48% Rural, 31% Suburban
- 34% Dem, 28% Ind, 38% GOP
- 43% Age 18-44, 25% 45-59, 32% 60+
- 29% Rural Men

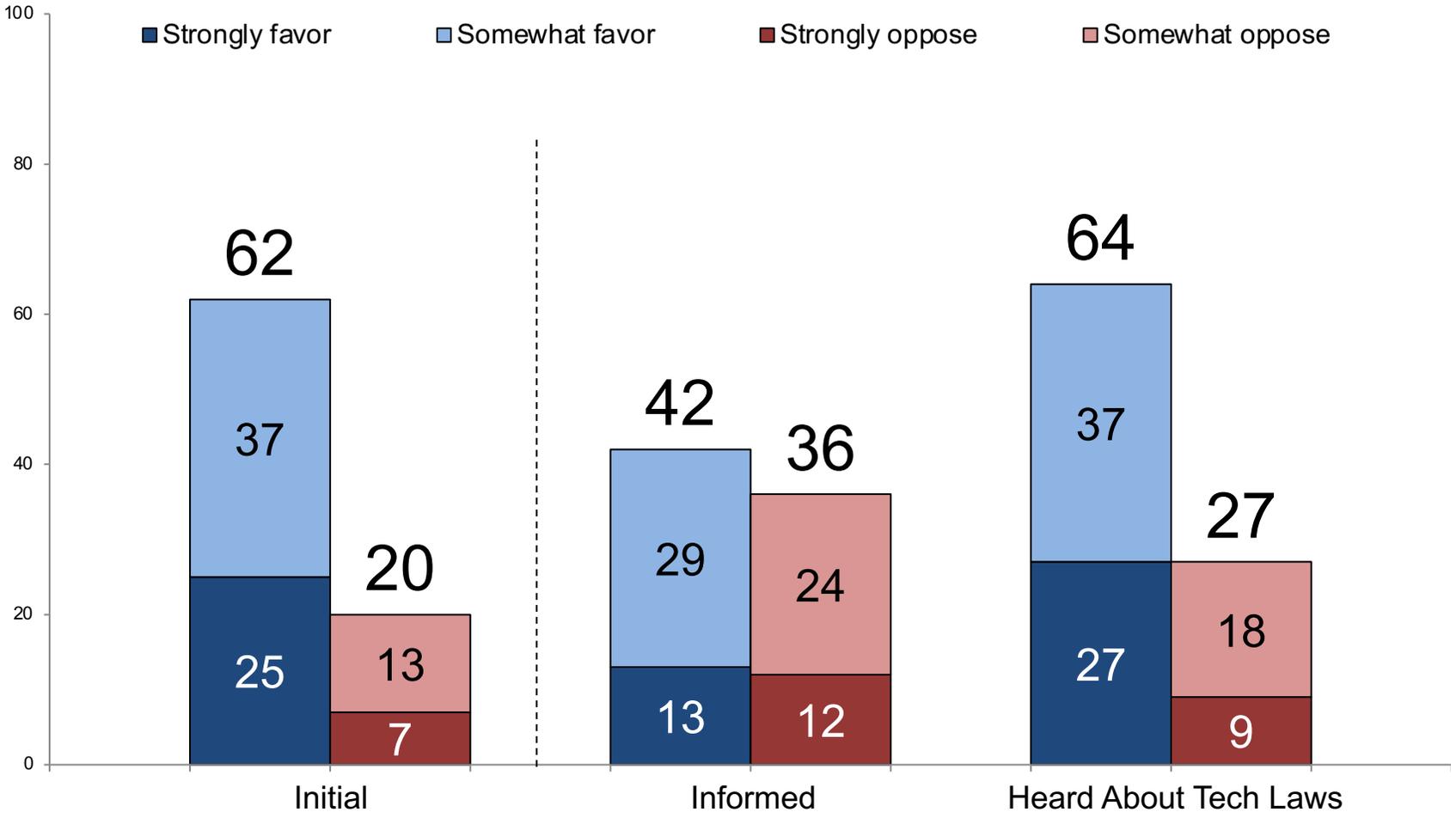
We presented battleground voters with very simple arguments from supporters and opponents of these potential new laws. They were balanced for time and overall content.

Supporters of new laws to increase competition against big technology companies say that the new laws would stop the anti-competitive practice called self-preferencing, which happens when tech companies unfairly give their own products and services preference over those of its competitors, harming small businesses and consumers.

Opponents of these new laws to increase competition against big technology companies say that the regulations end up hurting consumers by breaking products that people like. These new laws make it impossible for Amazon to offer Prime shipping, stop Google searches from showing Google Maps results, and mean iPhones could not come preloaded with iMessage or FaceTime.

That initial support is very shallow. Simple information that allows supporters of the proposals to make their best arguments falls flat in the face of losing the convenience of Prime shipping and Google maps. Women, white voters without college degrees, and middle-aged voters become plurality opposed—critical constituencies in 2022.

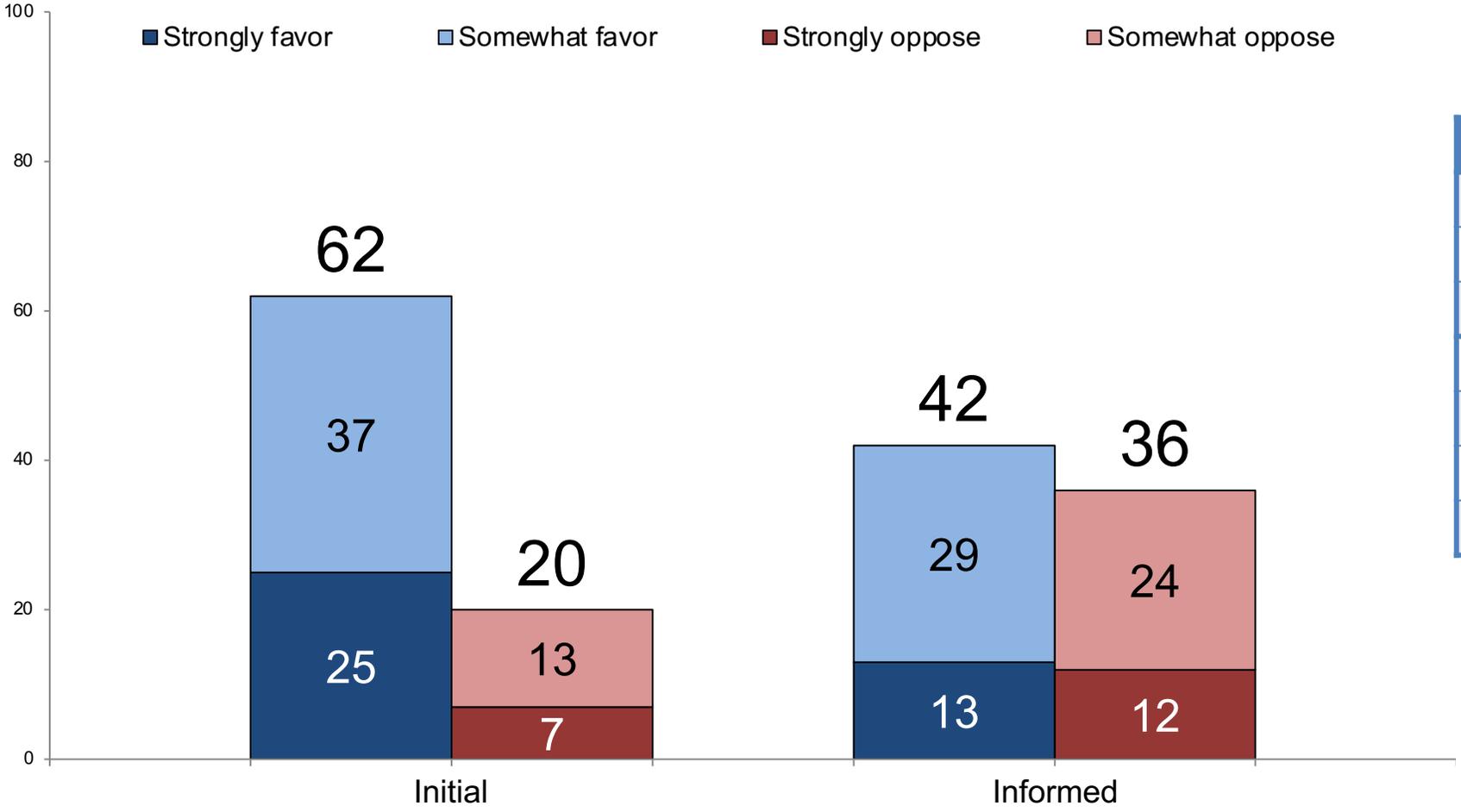
Having heard that, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose these proposed new laws?



	Initial	Informed
Dem	67-15	50-29
Ind	63-19	40-36
GOP	59-24	38-42
Northeast	71-16	46-32
South	61-22	47-35
Midwest	61-20	39-35
West	57-21	38-42
Men	67-22	55-30
Women	58-17	31-42
18-44	64-22	52-31
45-59	66-16	37-39
60+	58-20	37-39
White	63-20	42-35
Non-white	59-20	43-41
White/No deg	60-19	37-37
White/Coll grad	67-21	51-32

Only the 24% who want to break up tech companies are unmoved and they are heavily older, male, and uneducated, with higher disapproval of President Biden.

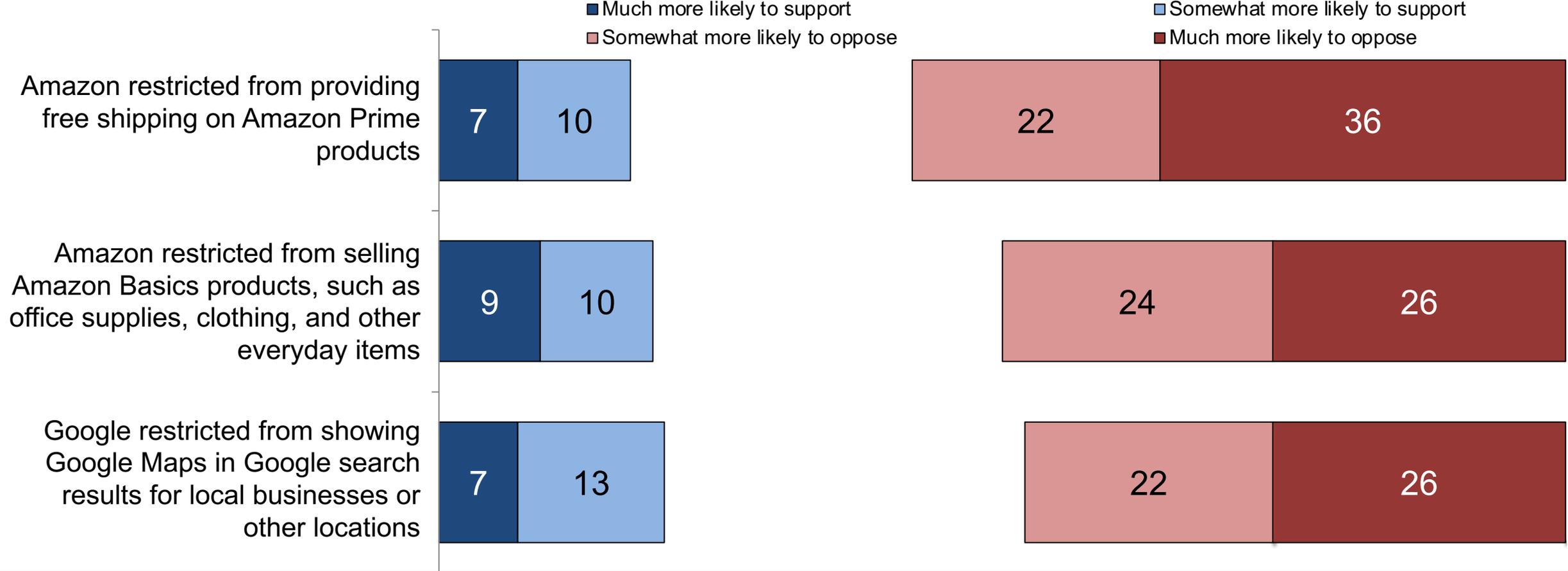
Having heard that, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose these proposed new laws?



	Initial	Informed
Break up	74-18	68-13
Use responsibly	63-16	39-39
Not interfere	44-34	19-58
Deep concerns	79-12	63-18
Some/make life easier	54-23	34-47
Some/more tech jobs	65-19	41-36
Not concerned	45-27	26-44

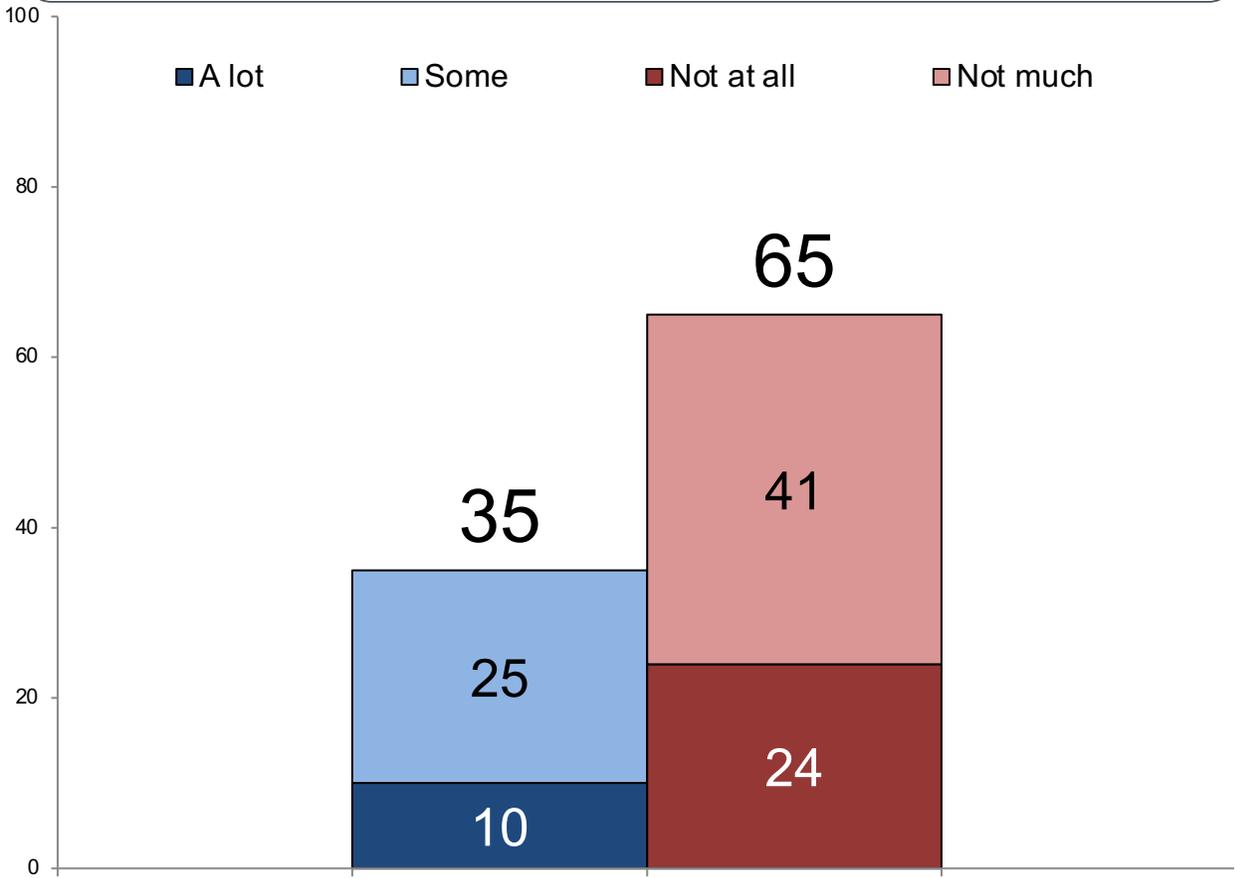
Hearing that these laws could interfere with Amazon Prime and Amazon Basics is a serious deterrent.

Below are examples of current services that some technology companies provide that could be impacted if the proposed new laws to increase competition against big tech companies were passed. Would you be more likely to SUPPORT or OPPOSE the new laws to increase competition against big tech companies if each one of these things happened or would it have no impact either way?

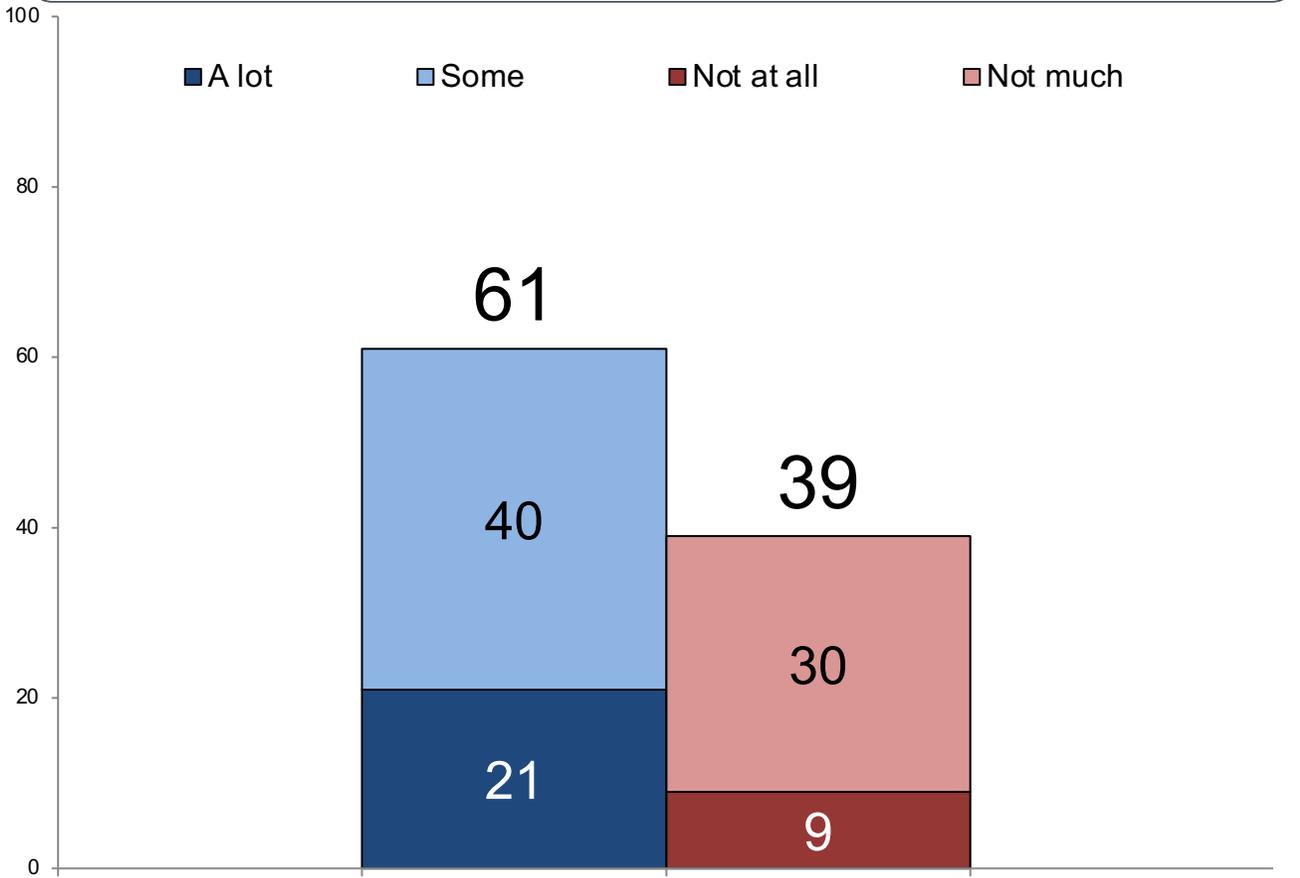


Learning about impacts turns voters against the bills making it clear that they would hurt people like them.

If these new laws to increase competition against big tech companies were to pass, do you think that it would HELP people like you...?



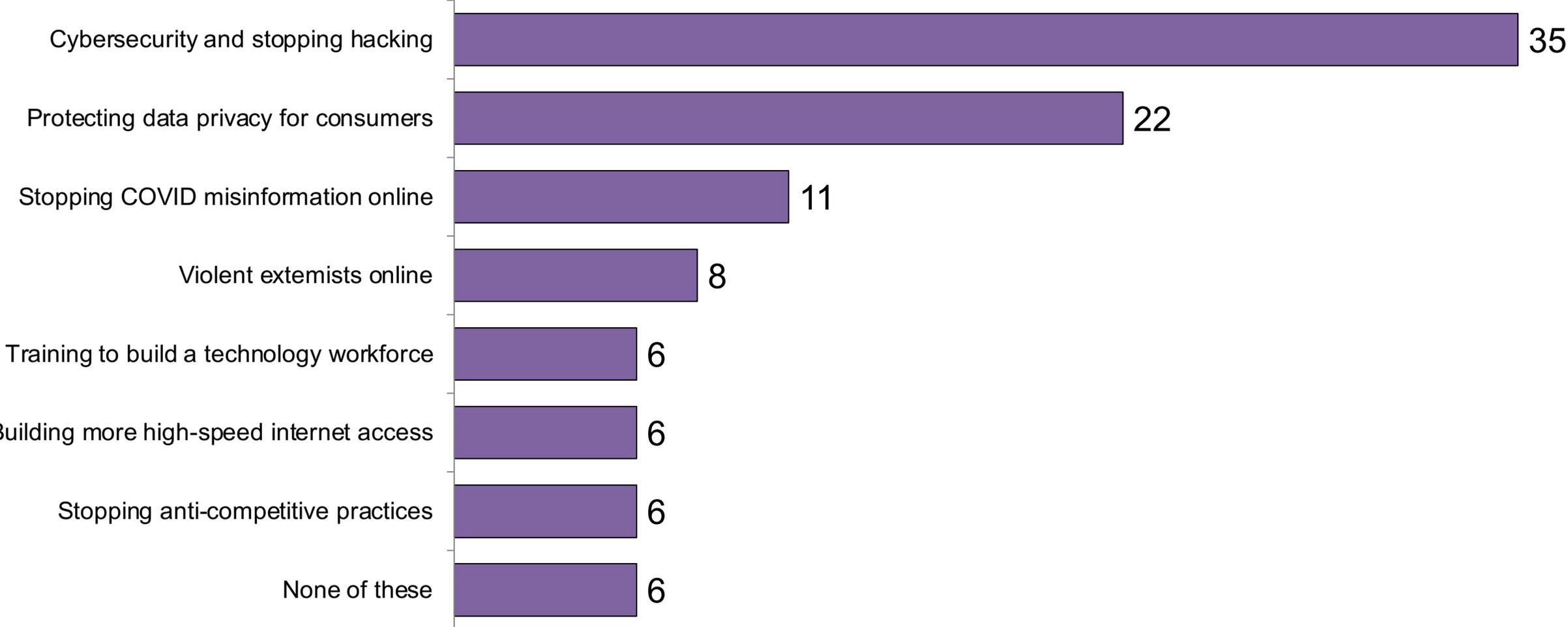
Looking at it a different way, if these new laws to increase competition against big tech companies were to pass, do you think that it would HURT consumers like you...?



Which Tech Proposals Garner More Support?

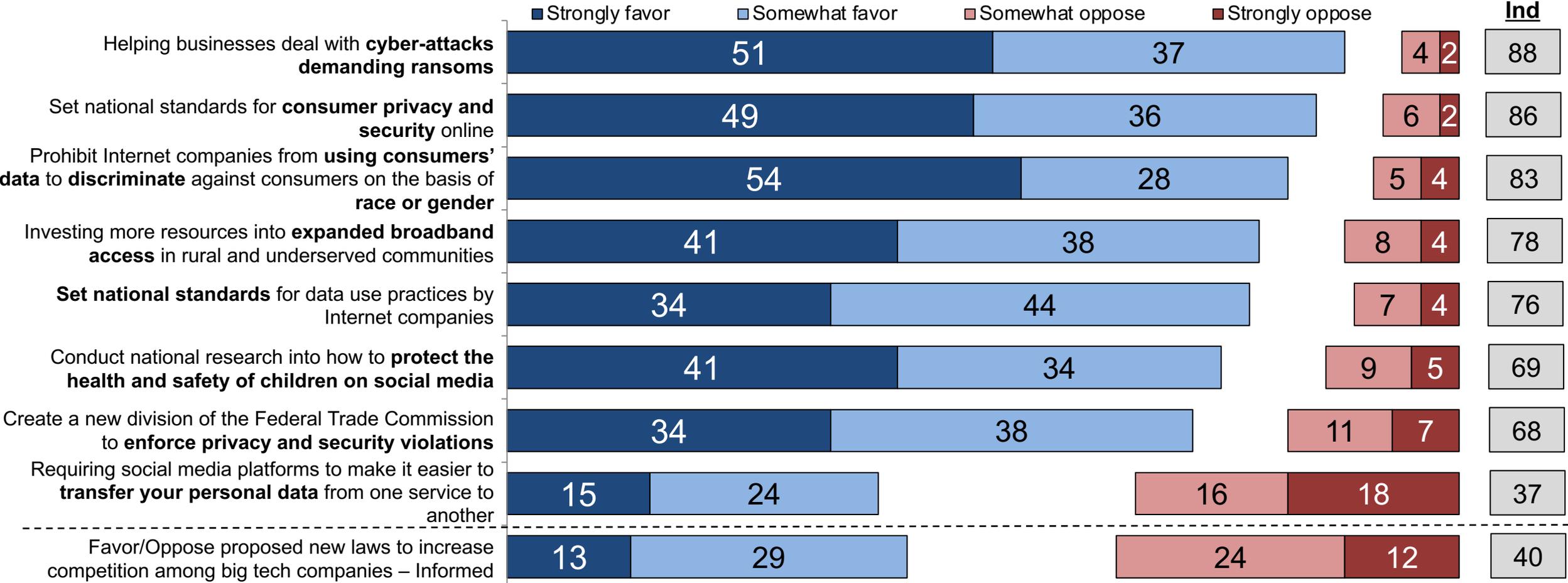
Voters support action on cybersecurity and privacy over tech competition.

What issue in the technology industry do you think is most important for Congress to focus on?



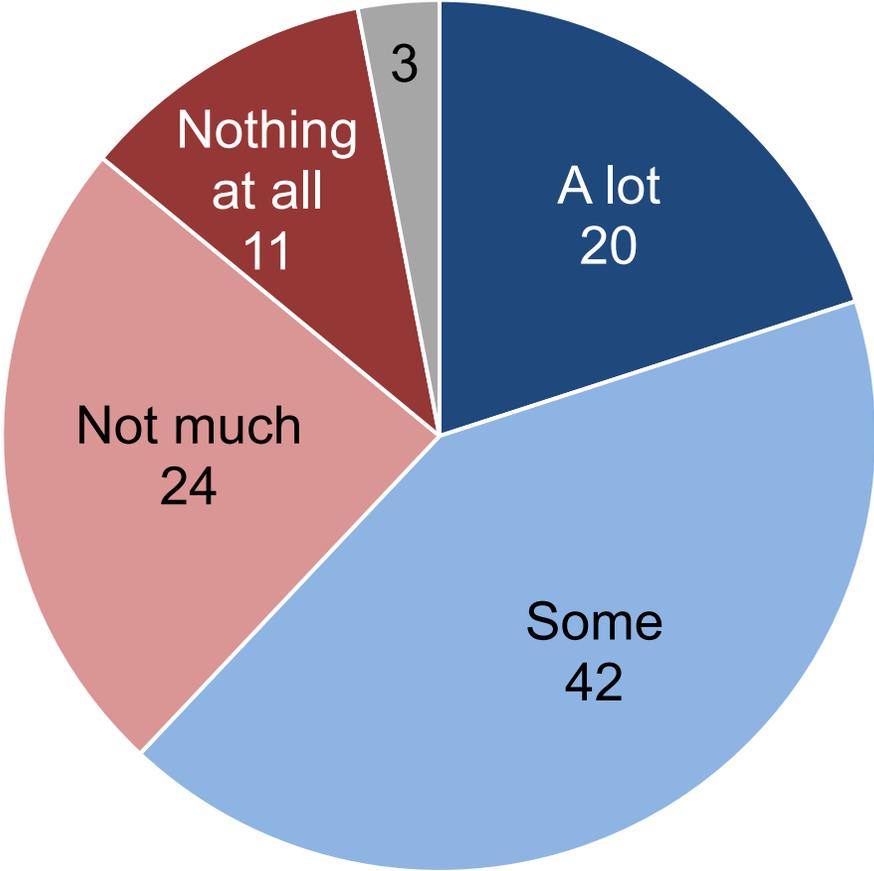
Perhaps that is why other proposals are far more popular than these new laws.

Below are some different proposals for Congress to focus on regarding big technology companies. Please indicate how much you support or oppose each one of these proposals



When it comes specifically to Facebook, most battleground voters have heard something (62%) about about Facebook and misinformation. Most of them do not think Facebook should be the only target of any new tech laws.

How much have you read or heard about stories about Facebook and its handling of misinformation, user safety, and teen body image issues?



62%
Heard

The government should pass new laws to protect people online and address a broad range of issues like privacy, security, and online content but should not focus on Facebook

66

The government should pass new laws to change how Facebook operates

34