

 MORNING CONSULT®CHAMBER  
OF PROGRESS

# MIDTERM VOTERS' TECHNOLOGY PRIORITIES

Polling Presentation

JANUARY 2023



## METHODOLOGY

This poll was conducted between November 17-18, 2022 among a national sample of 2,006 2022 Midterm Voters. The interviews were conducted online and weighted to approximate a target sample of adults who reported voting in the 2022 midterm elections according to exit polls based on gender, age, race/ethnicity, education level, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points

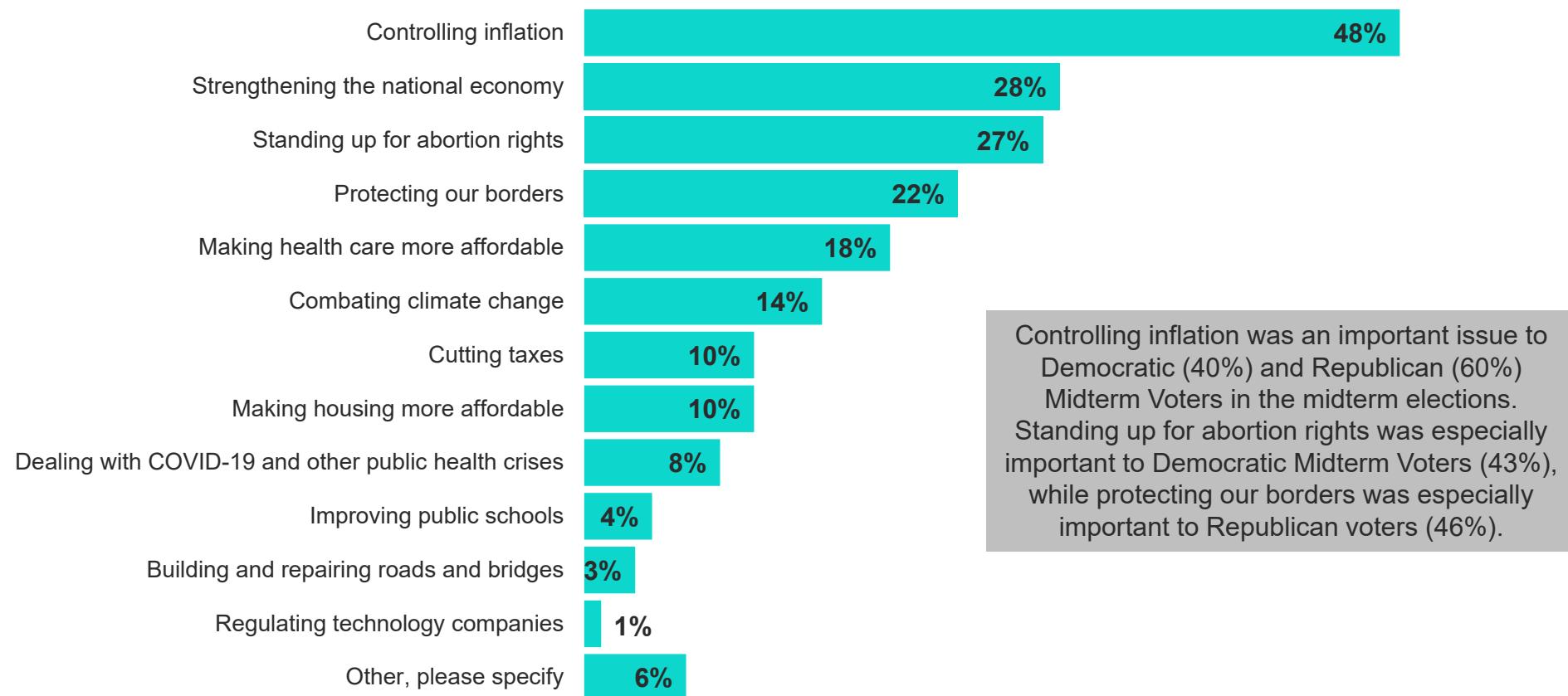


## MIDTERM VOTERS' PRIORITIES

In deciding who to vote for in the midterm elections, controlling inflation was the most important issue to midterm voters (48%), followed by strengthening the national economy (28%) and standing up for abortion rights (27%). Regulating technology companies ranked last (1%).

In deciding who to vote for in the recent midterm elections, which TWO issues were the most important to you?

### MIDTERM VOTERS



## MIDTERM VOTERS' PRIORITIES

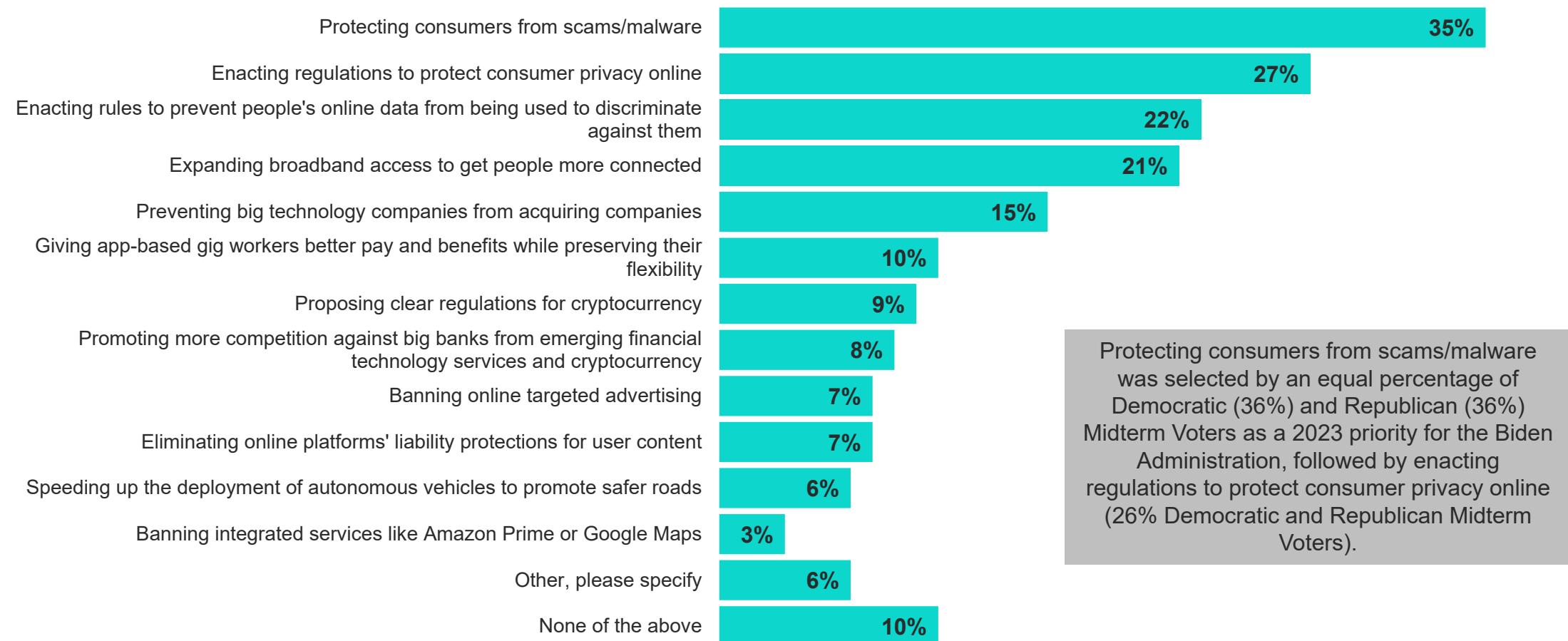
In deciding who to vote for in the recent midterm elections, which TWO issues were the most important to you?

	2022 Midterm Voters	Democratic Voters	Independent Voters	Republican Voters
Strengthening the national economy	28%	20%	29%	36%
Dealing with COVID-19 and other public health crises	8%	12%	5%	5%
Making health care more affordable	18%	21%	19%	12%
Building and repairing roads and bridges	3%	3%	3%	2%
Cutting taxes	10%	7%	10%	13%
Controlling inflation	48%	40%	46%	60%
Protecting our borders	22%	5%	19%	46%
Improving public schools	4%	4%	3%	3%
Combating climate change	14%	22%	13%	4%
Regulating technology companies	1%	1%	1%	1%
Standing up for abortion rights	27%	43%	28%	6%
Making housing more affordable	10%	12%	11%	5%
Other, please specify	6%	6%	8%	3%

## MIDTERM VOTERS' DIRECTION TO ADMINISTRATION + CONGRESS ON TECH REGULATION

When it comes to technology-related priorities, Midterm Voters want to see the Biden Administration focus on protecting consumers from scams/malware (35%) in the new year.

Thinking about technology-related priorities, which TWO issues would you like to see the Biden Administration focus on in the next two years?

**MIDTERM VOTERS**


\*Question was split sampled with Congress/Biden Administration on following slide

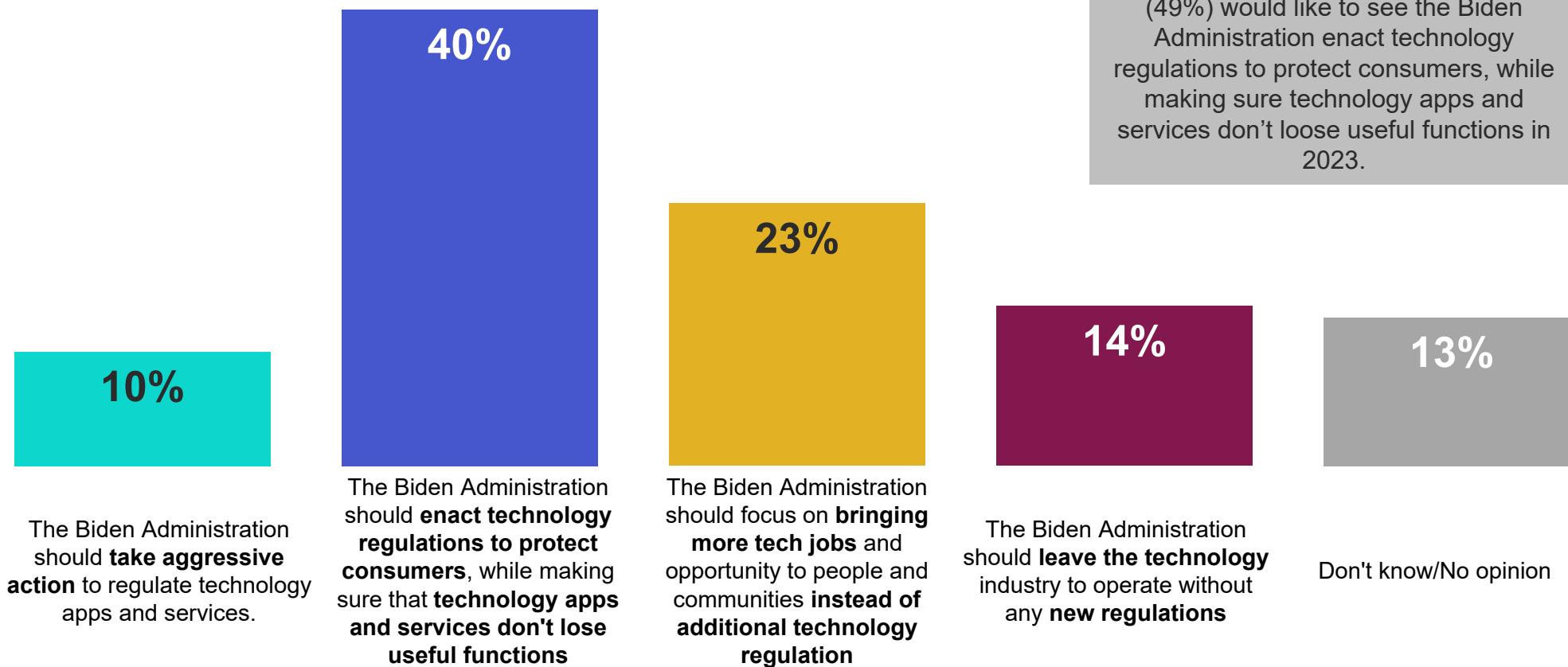
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## MIDTERM VOTERS' DIRECTION TO ADMINISTRATION + CONGRESS ON TECH REGULATION

A plurality of Midterm Voters (40%) would like to see the Biden Administration enact technology regulations to protect consumers, while making sure technology apps and services don't lose useful functions in 2023.

When it comes to how the Biden Administration should approach technology issues next year, which of the following is closest to your opinion?

### MIDTERM VOTERS

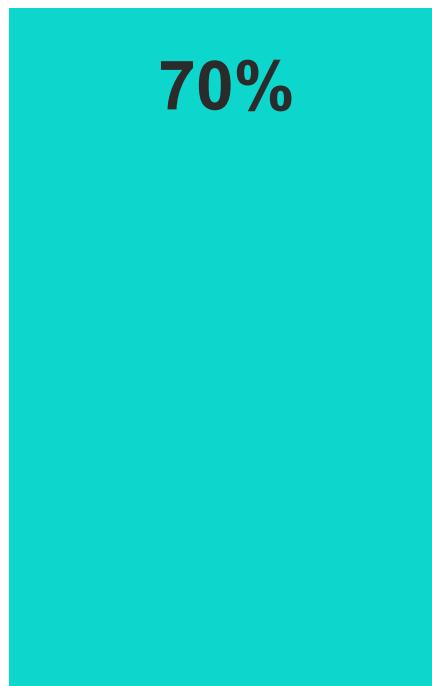


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**MIDTERM VOTERS' DIRECTION TO ADMINISTRATION + CONGRESS ON TECH REGULATION**

Seven-in-ten Midterm Voters want to see the incoming Congress work with the technology industry to develop regulations to reduce abuses and protect consumers rather than penalize the technology industry (15%).

When it comes to the incoming Congress, how would you like to see lawmakers approach regulation of the technology industry?

**MIDTERM VOTERS**

Work with the technology industry to develop regulations to reduce abuses and protect consumers



Penalize the technology industry with increased regulation for being out of step with some American's values

A bipartisan majority of Midterm Voters would like to see lawmakers work with the technology industry to develop regulations (Dem. 76%, Ind. 67%, Rep. 65%).

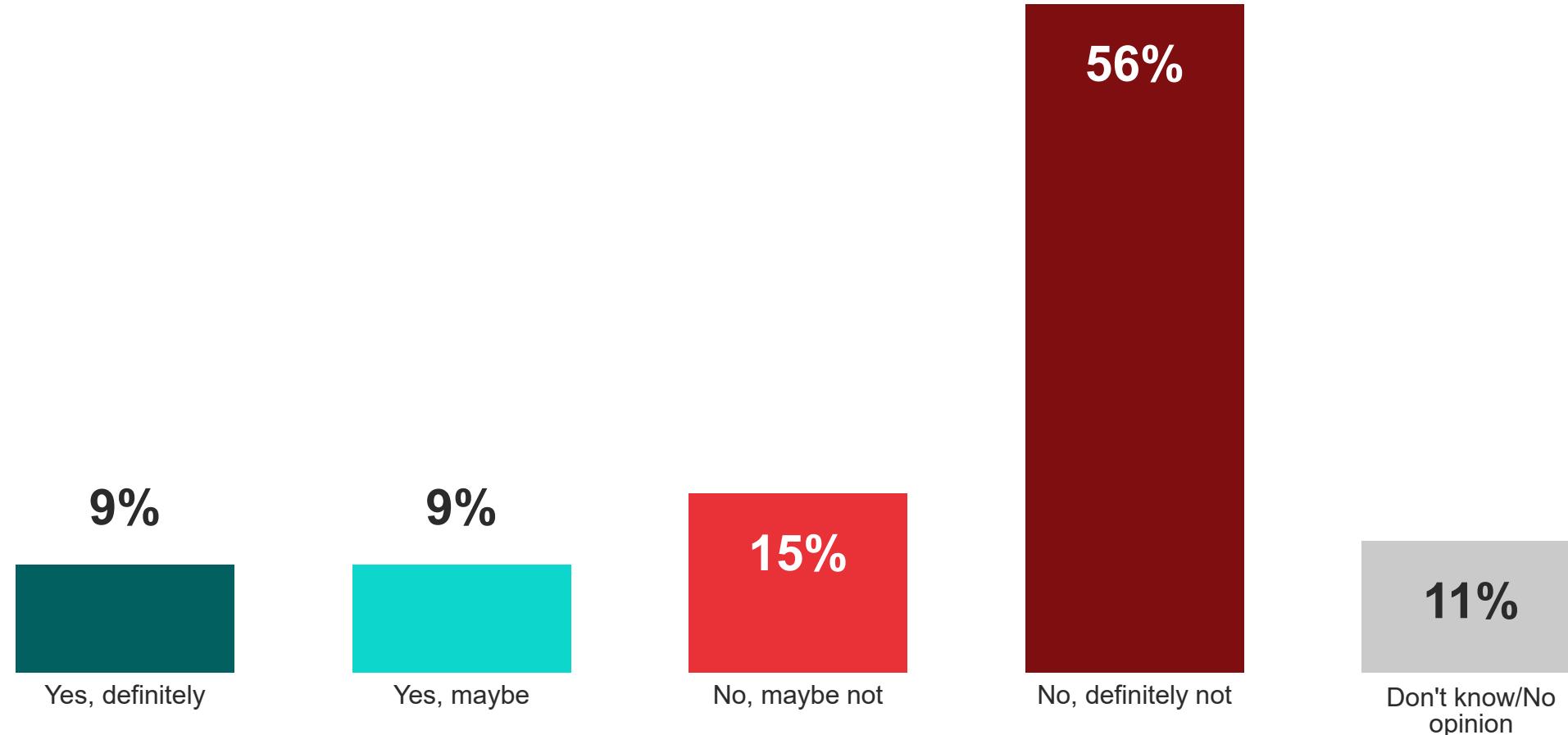


Don't know/No opinion

## COMPANIES AND SOCIAL JUSTICE

A majority of Midterm Voters (71%) do not think politicians should punish companies that speak out against discrimination.

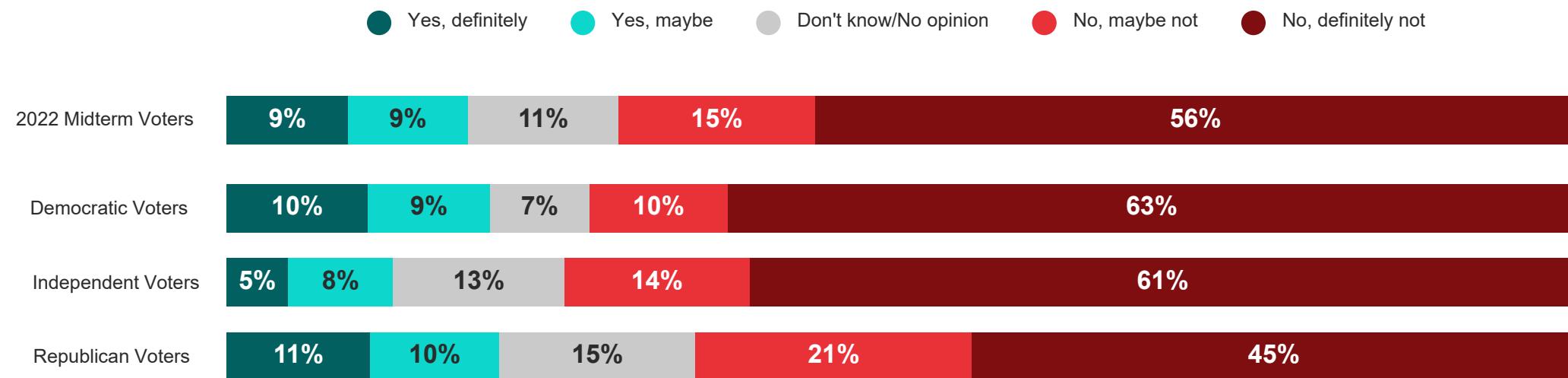
Do you think politicians should punish companies that speak out against discrimination?



## COMPANIES AND SOCIAL JUSTICE

A bipartisan majority of Midterm Voters do not think politicians should punish companies that speak out against discrimination (Dem. 73%, Ind. 75%, Rep. 66%).

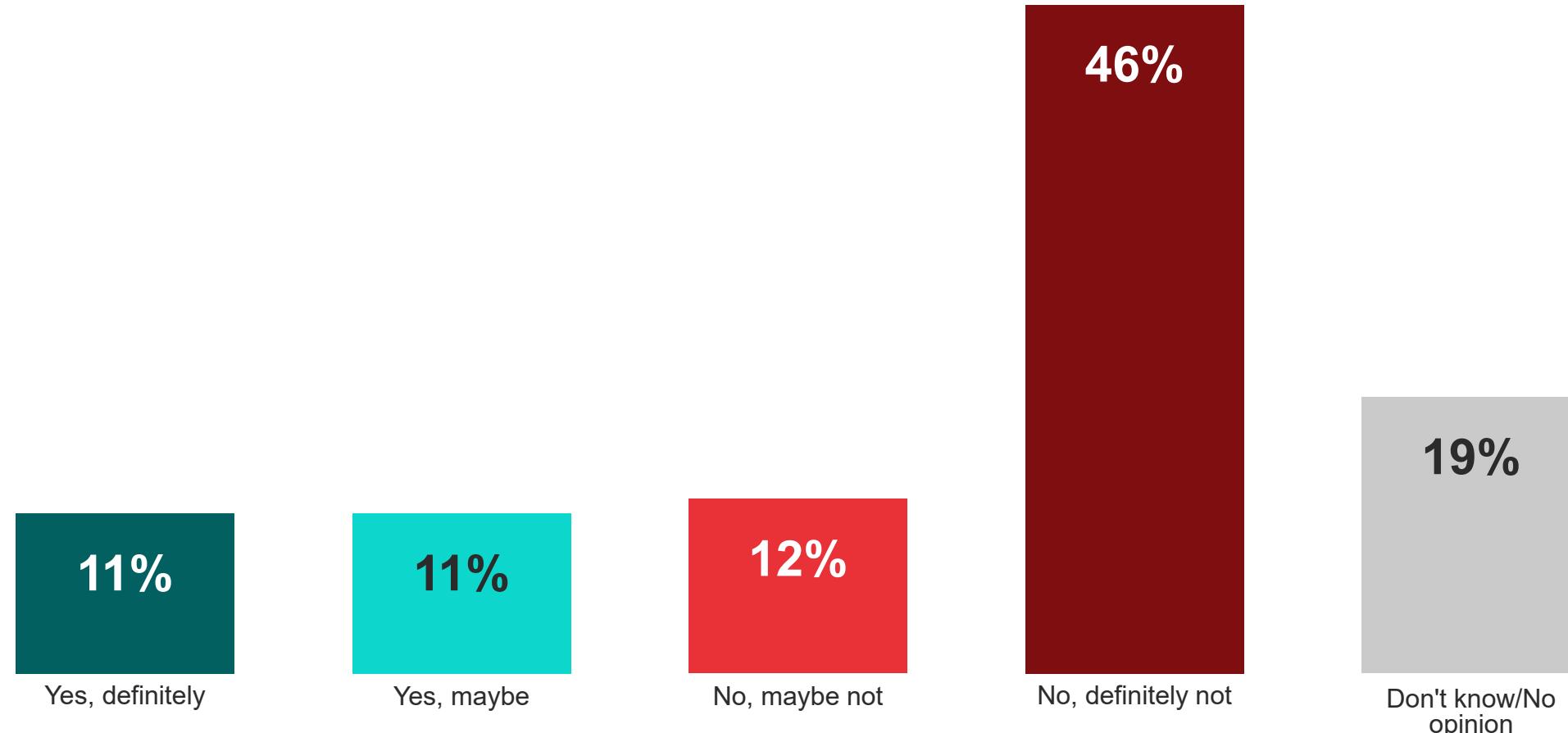
Do you think politicians should punish companies that speak out against discrimination?



## COMPANIES AND SOCIAL JUSTICE

A majority of Midterm Voters (58%) do not think politicians should punish companies for withdrawing financial support from Members of Congress who voted against certifying the 2020 presidential election results.

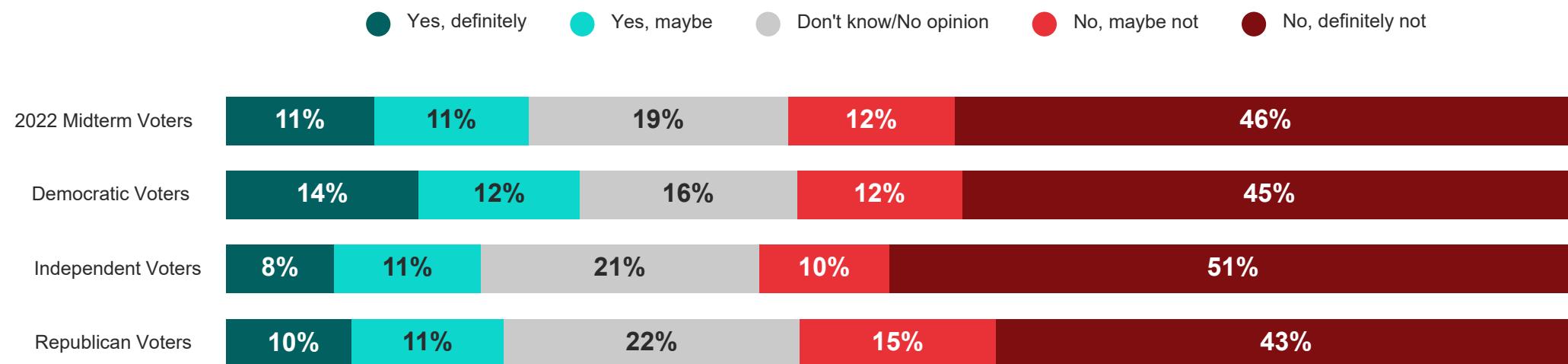
Do you think politicians should punish companies for withdrawing financial support from Members of Congress who voted against certifying the 2020 presidential election results?



## COMPANIES AND SOCIAL JUSTICE

A bipartisan majority of Midterm Voters do not think politicians should punish companies for withdrawing financial support from Members of Congress who voted against certifying the 2020 presidential election (Dem. 57%, Ind. 61%, Rep. 58%).

Do you think politicians should punish companies for withdrawing financial support from Members of Congress who voted against certifying the 2020 presidential election results?

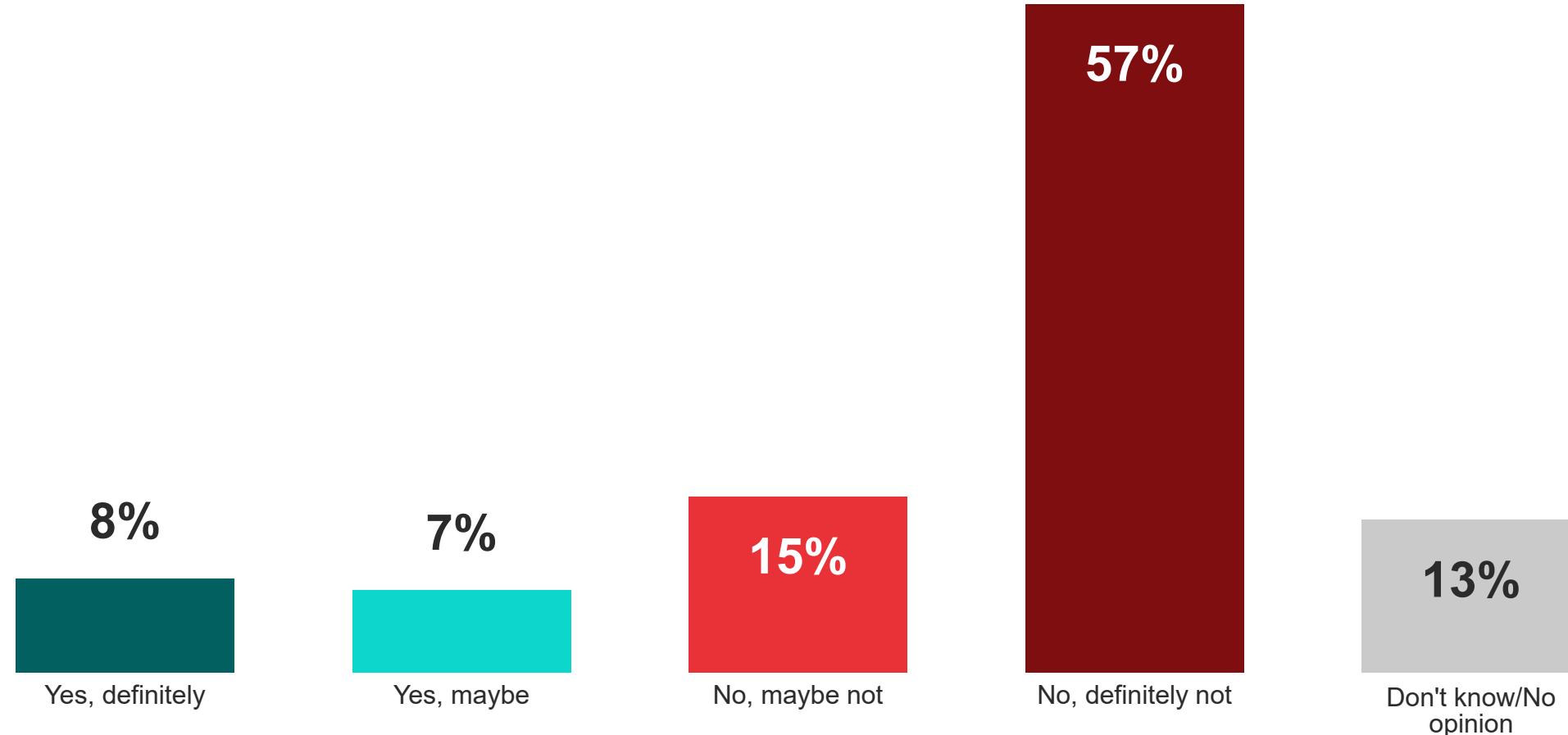


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**REPRODUCTIVE RIGHTS**

A majority of Midterm Voters (72%) do not think politicians should punish companies that speak out in support of reproductive rights.

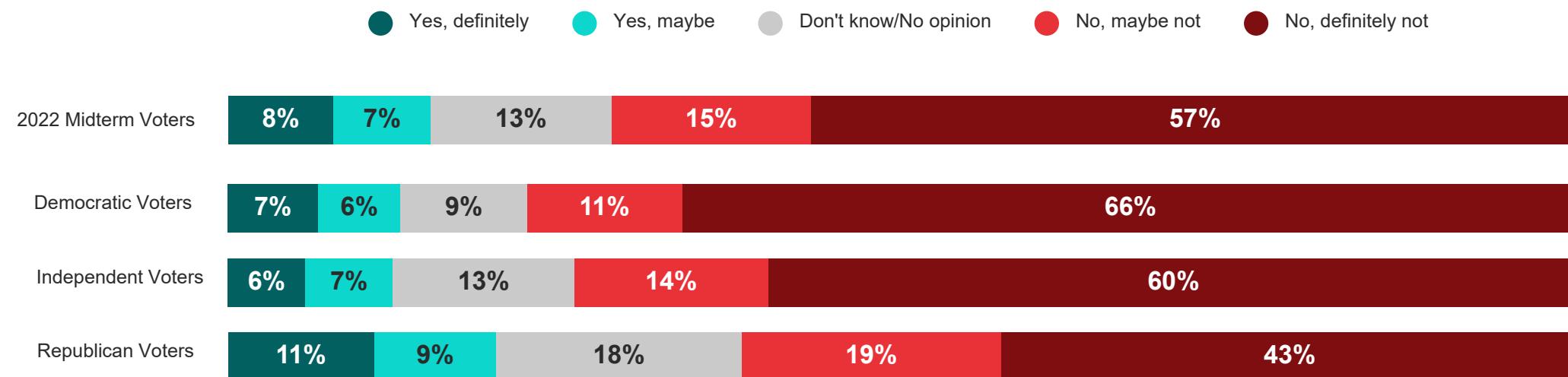
Do you think politicians should punish companies that speak out in support of reproductive rights?



## REPRODUCTIVE RIGHTS

A bipartisan majority of Midterm Voters do not think politicians should punish companies that speak out in support of reproductive rights (Dem. 77%, Ind. 74%, Rep. 62%).

Do you think politicians should punish companies that speak out in support of reproductive rights?

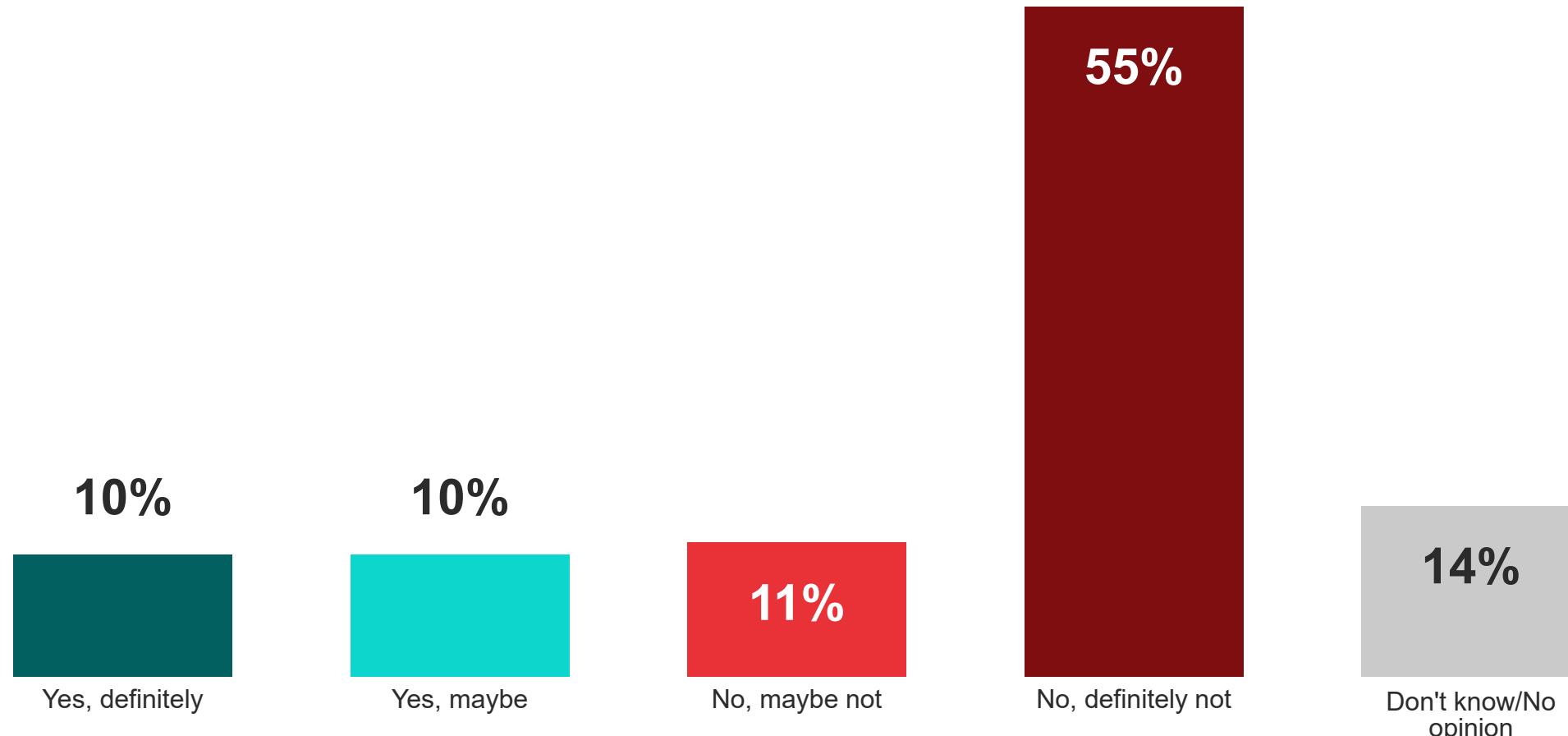


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**REPRODUCTIVE RIGHTS**

A majority of Midterm Voters (66%) do not think politicians should punish companies that provide employees with out-of-state reproductive health services that have been made unavailable in their home states.

Do you think politicians should punish companies that provide employees with out-of-state reproductive health services that have been made unavailable in their home states?

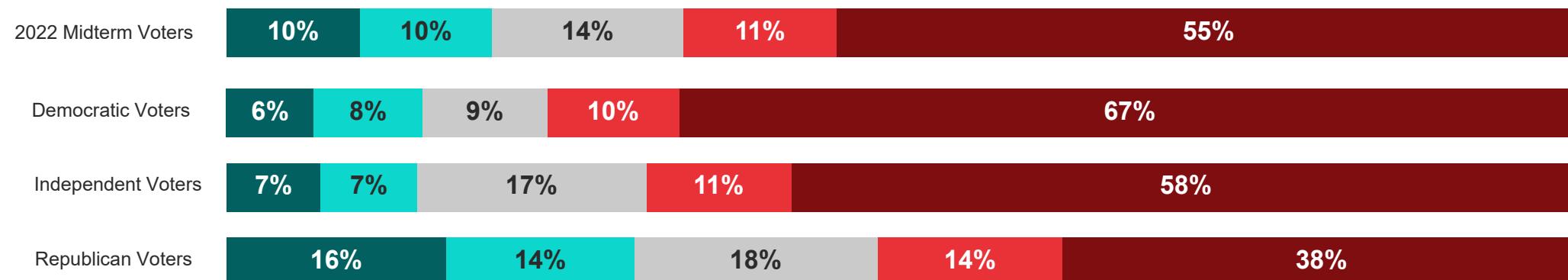


## REPRODUCTIVE RIGHTS

A bipartisan majority of Midterm Voters do not think politicians should punish companies that provide employees with out-of-state reproductive health services that have been made unavailable in their home states (Dem. 77%, Ind. 69%, Rep. 52%).

Do you think politicians should punish companies that provide employees with out-of-state reproductive health services that have been made unavailable in their home states?

● Yes, definitely    
 ● Yes, maybe    
 ● Don't know/No opinion    
 ● No, maybe not    
 ● No, definitely not

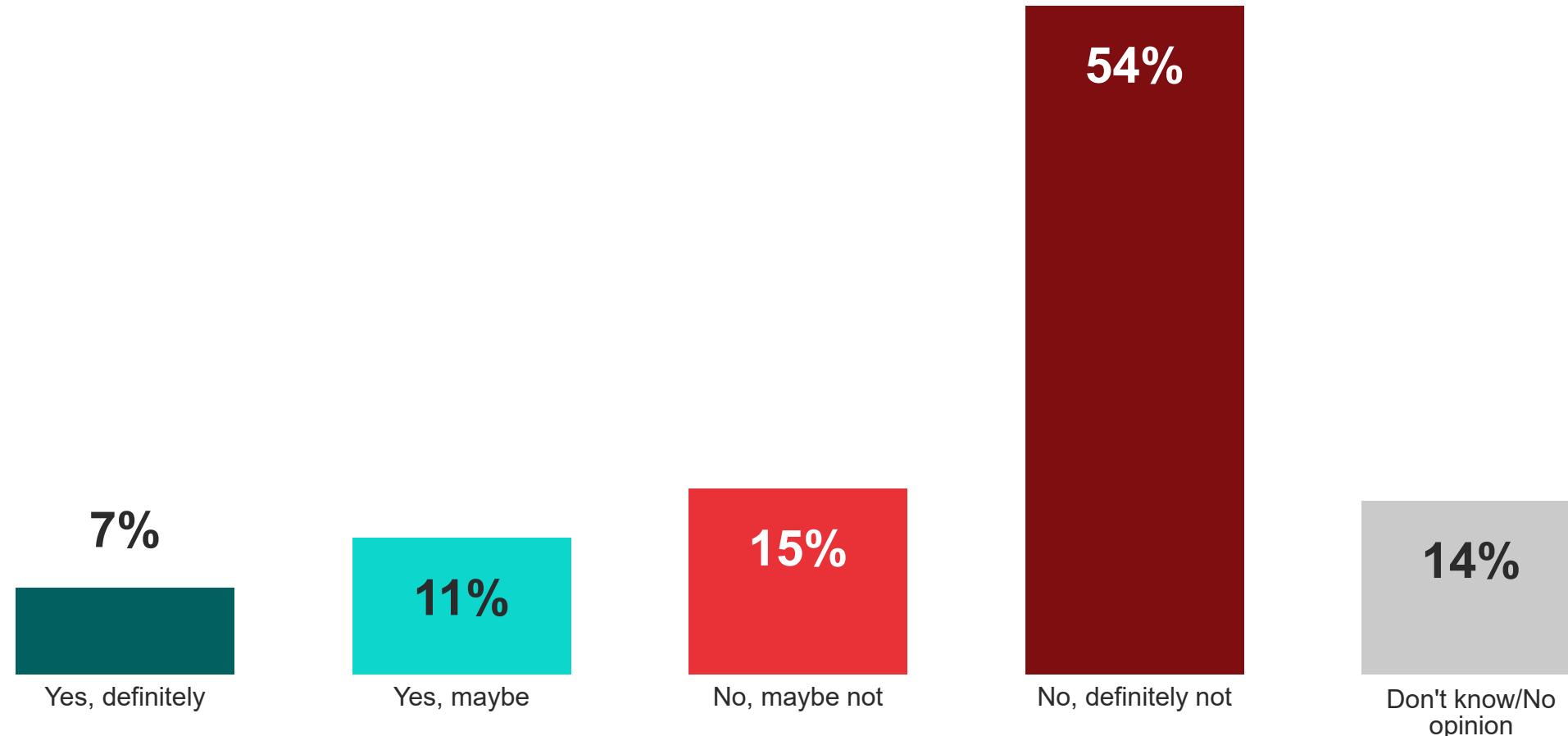


## REPRODUCTIVE RIGHTS

A majority of Midterm Voters (69%) do not think online platforms should be required to provide law enforcement officials with consumers' reproductive health data upon request.

Do you think that online platforms should be required to provide law enforcement officials with consumers' reproductive health data upon request?

\*question was split sampled, n=1,000

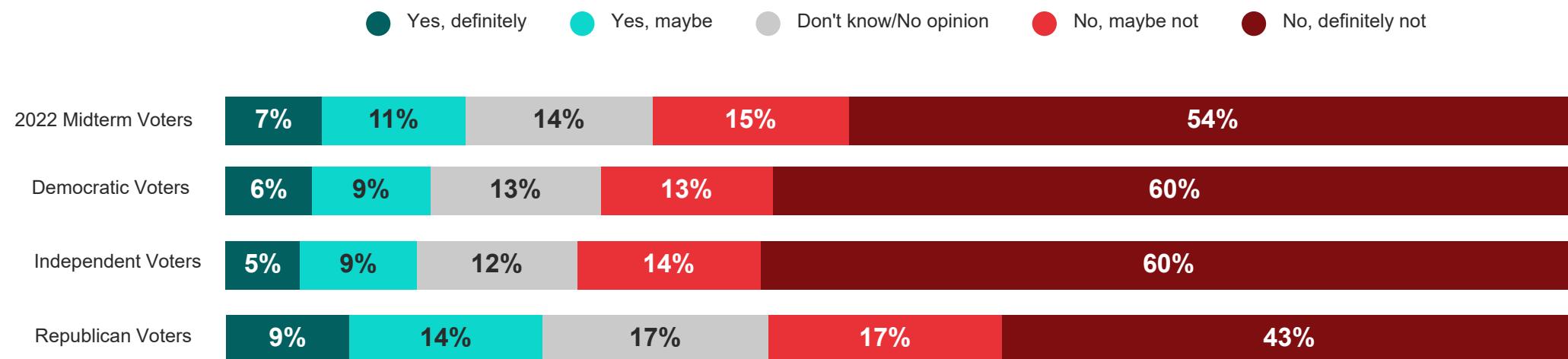


## REPRODUCTIVE RIGHTS

A bipartisan majority of Midterm Voters do not think online platforms should be required to provide law enforcement officials with consumers' reproductive health data upon request (Dem. 73%, Ind. 74%, Rep. 60%).

Do you think that online platforms should be required to provide law enforcement officials with consumers' reproductive health data upon request?

\*question was split sampled, n=1,000

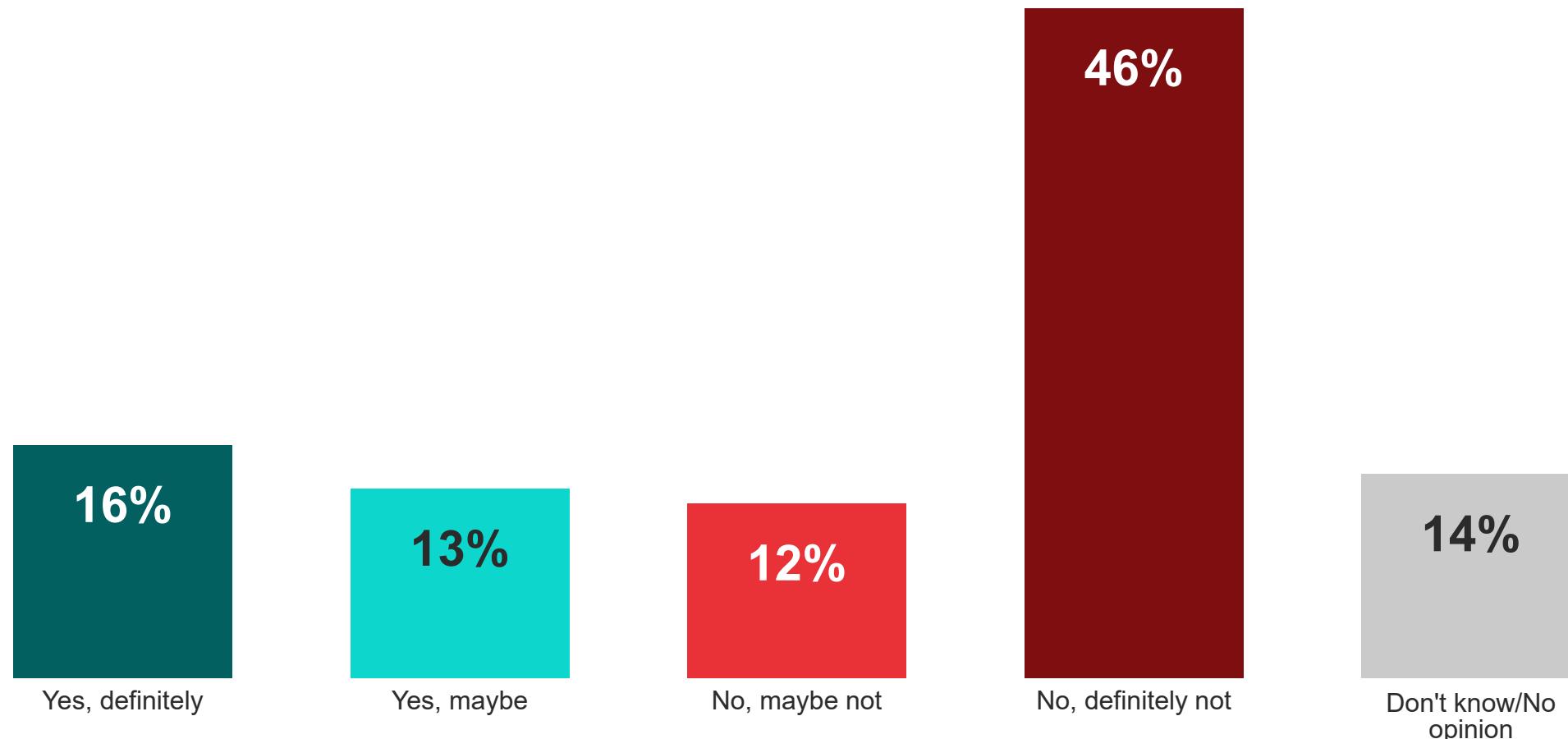


## REPRODUCTIVE RIGHTS

A majority of Midterm Voters (58%) do not think online platforms should be prohibited from providing users with information on where to access reproductive healthcare services.

Do you think online platforms should be prohibited from providing users with information on where to access reproductive healthcare services?

\*question was split sampled, n=1,000



## REPRODUCTIVE RIGHTS

Nearly a bipartisan majority of Midterm Voters do not think online platforms should be prohibited from providing users with information on where to access reproductive healthcare services (Dem. 63%, Ind. 62%, Rep. 48%).

Do you think online platforms should be prohibited from providing users with information on where to access reproductive healthcare services?

