

To: NetChoice  
 From: Echelon Insights  
 Re: Polling Memorandum - National Antitrust Survey  
 Date: February 26, 2025

A survey of 1,006 voters in the Likely Electorate nationwide, conducted from February 18th to 20th, 2025, found that pending antitrust lawsuits are a low priority for voters and that the Trump Administration should break with Biden Administration policies on antitrust. Particularly, **only 3% think pursuing antitrust lawsuits against tech companies should be a top priority for the Trump Administration.** This issue is considered as a low priority by voters across both sides of the aisle, as only 1% of Republicans, 4% independents and 6% Democrats feel it should be a top priority for the Trump Administration.

Priorities for the Trump Administration	Overall	GOP	IND	DEM
TOP 3 RANKING PRIORITIES				
Keeping inflation down	56%	43%	59%	68%
Controlling the border	34%	54%	28%	17%
Cutting spending & government waste	27%	37%	31%	14%
LOWEST 3 RANKING PRIORITIES				
Renegotiating trade with other countries	10%	7%	9%	13%
Setting an American First foreign policy	10%	14%	11%	4%
Pursuing antitrust lawsuits against tech companies	3%	1%	4%	6%

## **Voters favor an antitrust approach that boosts American tech competitiveness over Biden-era lawsuits**

- Voters want the Trump Administration to prioritize helping American tech compete with global rivals over putting new regulations on them by nearly 3 to 1 margin (61%-22%). Majorities across both, voters who voted for Trump and Harris in the November 2024 election, hold similar views with 72% of Trump voters and 54% of Harris voters saying helping American tech companies should be prioritized.
- **Breaking up American tech companies is not popular with voters across both parties.** 49% believe not allowing companies to be broken up embodies an “America First” approach while only 23% believe in breaking them up regardless of foreign disadvantage. 51% Republicans, 48% independents and 49% Democrats share the first view.
- **Protecting consumer access and global competitiveness take priority over stricter tech regulations.** Across numerous tech policy goals, 58% say the government should ensure it is not harmful to consumer needs, while 41% want the government to focus on strengthening U.S. tech globally. Only 7% prioritize breaking up the American tech industry.

## **Voters favor a new antitrust approach to boost American AI dominance over continuing Biden-era policies**

- **Voters want to flip the page on Biden’s antitrust agenda.** Voters favor a different approach over continuing Biden-era lawsuits (61% vs. 19%) to achieve Trump’s regulatory agenda. When it comes to the Trump administration’s goal of AI dominance, a different approach is heavily favored over continuing the Biden admin’s antitrust lawsuits by an even stronger margin (66% vs. 17%).
- **Over 2 in 5 voters (42%) say continuing Biden-era antitrust lawsuits will make it harder for U.S. companies to compete on technology and AI development,** while 14% think they will make it easier, and 16% see no impact. Half of all Trump voters and more than a third of Harris voters agree with the impact of Biden-era lawsuits.
- **A majority of voters support Vice President JD Vance’s call at the Paris AI summit to ensure American dominance in AI** over continuing past regulations which hampered American AI companies from competing globally, with 59% agreeing and 26% disagreeing. More Republicans (82%-9%) and Independents (58%-27%) share this view than Democrats (36%-42%).

**Q. Which of the following approaches do you think is most consistent with Donald Trump’s promise to reduce regulation on American businesses?**

Continue the Biden administration’s antitrust lawsuits	19%
Take a different approach to these cases	61%
Unsure	20%

**Q. Which of the following approaches do you think is most consistent with the Trump administration’s stated goal of American dominance in AI?**

Continue the Biden administration’s antitrust lawsuits	17%
Take a different approach to these cases	66%
Unsure	17%

**Voters favor prioritizing American innovation and pressing national issues over antitrust enforcement**

Messages that evoked strongest reaction on potential antitrust implications in terms of net agreement and intensity were:

- American Leadership: "America's major technology companies are driving cutting edge innovation and are key to America's leadership in the world." (79-12 agree vs. disagree)
- Trump Priorities: "From securing the border to controlling inflation, there are many more important priorities for the Trump administration to focus on than continuing antitrust lawsuits to break up American companies like Apple, Google, and Amazon." (70-18 agree vs. disagree)

Messages about tech companies driving America’s leadership in the world and focusing on more pressing priorities, not antitrust drive a net agreement of +79 and +71 respectively among Republicans. By contrast, Democrats agree with these messages by slimmer margins of +62 for American leadership and +37 Trump’s priorities.

Antitrust Messages	Overall	GOP	IND	DEM
America’s global leadership driven by U.S. tech innovation	79-12	85-6	72-16	76-14
Focus on other priorities, not breaking American companies	70-18	81-10	66-20	61-24
Misguided approach that hampers AI race with China	58-22	66-16	57-24	50-28
Stifle innovation and hurts American competitiveness	59-24	72-13	55-25	49-34
Makes it harder for American companies to compete globally	58-25	75-13	55-24	41-39
Note: above represents % strongly/somewhat agree - % strongly/somewhat disagree				

**Elected officials will likely face pressure if they fail to prioritize American innovation over restrictive antitrust lawsuits**

**60% say they’d be more likely to vote for a member of Congress who supported prioritizing American innovation and tech leadership.** Majorities across party lines hold the same view, including 50% of Democrats, 52% of Independents, and 74% of Republicans. This also includes 73% of Trump voters and more than half (52%) of those who voted for Harris in the November 2024 elections.

**Q. Would you be more or less likely to vote for a candidate for an elected position in government, such as a Senator or Representative, who prioritizes promoting American innovation and technological leadership?**

MUCH/SOMEWHAT MORE LIKELY	60%
MUCH/SOMEWHAT LESS LIKELY	8%
It would not make any difference	23%
Unsure	9%

From every possible angle, there is strong support to prioritize American innovation and technological leadership over antitrust lawsuits against tech companies, with only a small minority viewing antitrust action as a top priority for the Trump administration. The majority supports a shift away from Biden-era antitrust regulations, favoring policies that enhance American competitiveness globally, particularly in AI. Also, a plurality rejects aggressive antitrust enforcement with a view that it's detrimental to the "American First" approach.

**Methodology:**

N = 1,033 voters in the likely electorate nationwide were surveyed from February 18-20, 2025, using non-probability sampling. The sample was weighted to reflect modeled turnout and demographic characteristics of the population of voters in the 2024 likely electorate based on a probabilistic model derived from the L2 voter file and the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement. Weighting dimensions included gender, age, race/ethnicity, education, region, party, and voting history. Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.8 percentage points.