

# NetChoice

## NEW NETCHOICE POLL: 72% of Americans Want Regulators to Focus on Lowering Prices

NetChoice's April 2026 Echelon Insights polling [reveals](#) a clear mandate: Americans are focused on kitchen-table economics and view ideological antitrust enforcement against the tech industry as a costly distraction.

By a significant margin, voters prefer the Consumer Welfare Standard, which prioritizes low prices and innovation, over structural breakups. The data clearly shows affordability-concerned voters are skeptical of, or are downright oppositional to, aggressive antitrust enforcement.

### **RESULTS:**

#### **1. Americans Want Affordability OVER Ideology**

- 60% of voters name the economy and inflation as their top priority.
  - **63% cite groceries and 41% cite utilities** as the primary pressures on their personal finances.
- Only **13%** of Americans believe "breaking up large American companies" should be a top priority for the FTC. This issue ranked at the **BOTTOM** of the priorities polled.
  - This number drops to only **7% when looking at Republicans**. Instead, they want the agency focused on stopping consumer fraud and scams (50%) and going after foreign-based companies that harm U.S. consumers (37%).
- Nearly half (**49%**) **want the FTC to focus on its core mission: stopping consumer fraud and scams.**
- By a 2-to-1 margin (**56% to 24%**), voters call the FTC's appeal of the ruling in its lawsuit against Meta for its acquisitions of Instagram and WhatsApp a "waste of taxpayer resources."
  - This number increases even further when looking at the Right: **61% of Republicans and 60% of GOP-leaning voters** categorize the FTC's appeal of the Meta ruling as a waste of resources.

**THE UPSHOT:** At a time when grocery and utility bills are at record highs, voters have no appetite for government actions that could raise prices or stifle the digital services they use for free.

## 2. Americans SUPPORT the Consumer Welfare Standard

- **72% of voters** support applying the Consumer Welfare Standard, the gold star of antitrust enforcement that prioritizes price, demonstrable harm, and quality. This support increases to 73% among Republicans and GOP-leaning voters.
- **89% of voters** agree that antitrust laws should be **written and enforced equally across all companies**, rejecting the exclusive targeting of specific tech businesses.

**THE UPSHOT:** For decades, antitrust has protected consumers, not competitors. The public overwhelmingly supports keeping it that way, rejecting progressive, Neo-Brandeisian attempts to use antitrust for social engineering or punishing success.

## 3. Voters REJECT the "Europeanization" of American Innovation

- By a nearly 20-point margin (**45% to 27%**), voters want Congress to reject Europe's innovation policy approach rather than copy it.
  - **60% of Republicans and GOP-leaning voters** say it is a "bad idea" for the U.S. to adopt antitrust policies similar to Europe's stagnated economy.
- **56% of Americans** oppose bringing European regulations to the U.S. if it means losing convenient features on their devices.
  - **67% of Republicans and GOP-leaning voters oppose** importing these regulations if it means losing access to convenient features like integrated maps or security functions.
- **Many voters** would be ***less likely*** to vote for a politician who proposes European-style tech regulations.

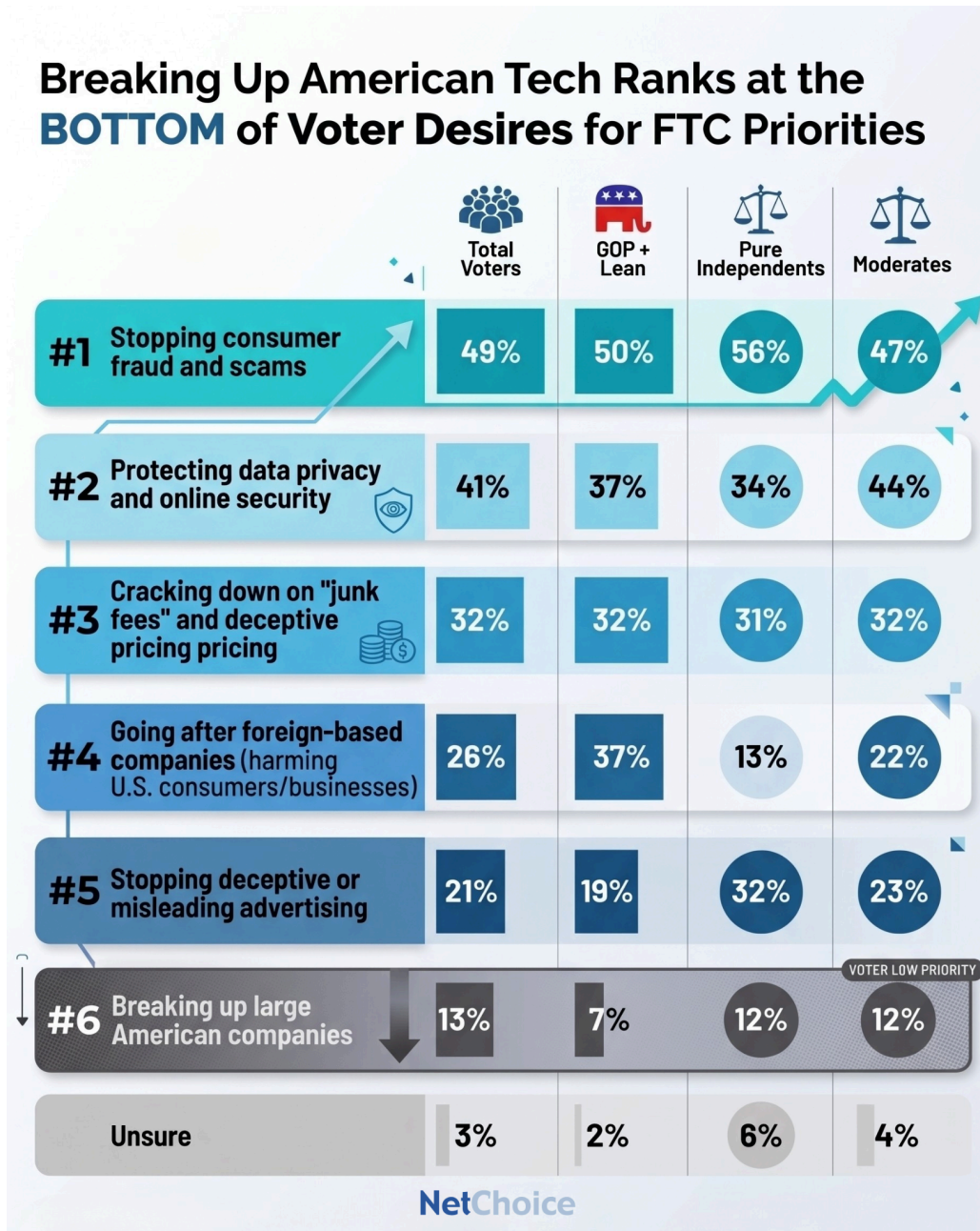
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## 4. 80% of Voters Agree U.S. National Security is STRONGER When the World's Leading Tech is American

- **80% of voters** agree the U.S. is stronger when the world's leading tech companies are based here.
  - 91% of Republicans and 77% of moderate voters believe having the world's leading tech companies based in the U.S. makes the country stronger, and they are deeply concerned about how domestic breakups will harm America's security.
- **Nearly twice as many Americans** believe breaking up U.S. tech companies will **hurt us in the AI race against China** than those that believe it will help us.

**THE UPSHOT:** Breaking up successful American tech companies is a self-own in the global

competition with China. Voters recognize that domestic tech strength is a national security priority, and they don't want politicians or regulators to sacrifice that leadership for an ideological agenda.



Find the results of NetChoice's April 2026 polling with Echelon Insights [HERE](#).

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