

NEW NETCHOICE POLL: 72% of Americans Want



Regulators to Focus on Lowering Prices



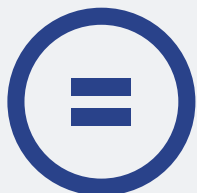
NetChoice's April 2026 Echelon Insights polling reveals a clear mandate: Americans are focused on kitchen-table issues and view ideological antitrust enforcement against the tech industry as a costly distraction.

72%



of voters support applying the Consumer Welfare Standard, the gold star of antitrust enforcement that prioritizes price, demonstrable harm, and quality.

89%



of voters agree that antitrust laws should be written and enforced equally across all companies, rejecting the exclusive targeting of specific tech businesses.

80%



of Voters Agree U.S. National Security is **STRONGER** When the World's Leading Tech is American

56%



of Americans oppose bringing European regulations to the U.S. if it means losing convenient features on their devices.

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.

The data clearly shows affordability-concerned Americans are skeptical of, or are downright oppositional to, aggressive antitrust enforcement.