

To: NetChoice
From: Echelon Insights
Re: Antitrust & Tech Policy Survey
Date: October 26, 2026

MAIN FINDINGS

A survey of 3,644 voters in the likely electorate nationwide, conducted from October 16th to 23rd, 2026, finds **breaking up tech is not a priority for them. While core antitrust principles enjoy broad support, voters are split on the Digital Markets Act and oppose EU-style rules that remove consumer features.**

- In the midterm races, **Republicans lead in Florida and in the Nebraska governor race, and Democrats lead in Maine and the Georgia Senate race.** The remaining races are within the margin of error, including Ohio's Senate race, which is tied, and Nebraska's Senate race, which is within one point.
- **Affordability, not antitrust, is voters' dominant concern.** Inflation and cost of living is a top priority for 55%. Breaking up large tech companies is tied for the lowest priority at 2%, and regulating AI is at 9%.
- **Voters prefer consumer protection over breaking up large companies.** Stopping fraud and scams (49%) and privacy and online security (41%) lead FTC priorities, while 15% choose breaking up large American companies. Meanwhile, 90% agree antitrust laws should apply equally to all companies, and 76% support a consumer welfare standard.
- **Voters want national AI rules but are wary of Congress's expertise.** 68% want Congress to set rules, versus 19% who want states to. Enforcing existing laws first leads passing new AI laws, 48%-41%. Only 44% are confident in Congress's AI expertise, versus 57% for federal agencies.
- **Datacenters start underwater, but information narrows the gap.** Electricity bills (42%) and water (42%) top concerns. A pledge to cover grid and electricity costs makes 48% more likely to support a local datacenter and 12% less likely.

MIDTERM FINDINGS

- Florida: Republicans lead (Governor R+6, Senate R+8)
- Ohio: Both races are within the margin of error (Governor R+2, Senate tied)
- Georgia: Democrats lead the Senate race (D+15), but Governor is within the margin of error (D+1)
- Iowa: Both races are within the margin of error (Governor D+4, Senate D+2)
- Maine: Democrats lead both Governor (D+13) and Senate (D+7) races
- Nebraska: Republicans lead the Governor race (R+7), Senate is within the margin of error (R+1)

	Governor		Senate	
Georgia	Bottoms (D) Jackson (R)	49% 48%	Ossoff (D) Collins (R) Buckley(L)	55% 40% 3%
		D+1		D+15
Florida	Donalds (R) Jolly (D) Jewett (L)	50% 44% 1%	Moody (R) Nixon (D) Gillespie (NPA)	51% 43% 3%
		R+6		R+8
Ohio	Ramaswamy(R) Acton (D) Kissick (L)	47% 45% 4%	Husted (R) Brown (D) Levy (Other) Redpath (L)	47% 47% 2% 1%
		R+2		EVEN
Iowa	Sand (D) Lahn (R)	50% 46%	Turek (D) Hinson (R) Laehn (L)	45% 43% 7%
		D+4		D+2
Maine	Pingree (D) Charles (R) Bennett (I)	51% 38% 7%	Jackson (D) Collins (R)	51% 44%
		D+13		D+7
Nebraska	Pillen (R) Walz (D) Beard (LMN) Lindstrom (AFP)	47% 40% 7% 4%	Ricketts (R) Osborn (I) Richards (NWP) Conboy (AFP)	47% 46% 2% 1%
		R+7		R+1

In down ballot races, Democrats hold a slight edge in both Public Service Commission races in Georgia. Peter Hubbard leads Fitz Johnson (47-45) in District 3 and Shelia Edwards leads Josh Tolbert (48-46) in District 5. In Ohio, the State Issue 3 (photo ID) is at net +42 (70% yes and 28% no). And in Florida, Amendment 3 (homestead exemption) is 57% yes compared to 32% no, only just short of the 60% needed to pass.

NATIONAL ISSUES, ANTITRUST AND TECH

Cost of living dominates the issue landscape

More than half of voters (55%) name inflation and the cost of living as a top issue, well ahead of jobs and the economy (25%), ending the war with Iran (22%) and healthcare costs (20%). By contrast, regulating AI (9%) and breaking up tech (2%) rank among voters' lowest priorities. Inflation and the cost of living is the top issue in all six oversample states (ranging from 58% in Florida to 49% in Maine).

Breaking up large companies is a low FTC priority, particularly among Republicans

Only 15% say breaking up large American companies should be a top FTC priority, well behind stopping fraud and protecting privacy. Republicans show almost no appetite for it (5%) and are more likely to prioritize action against foreign-based companies that harm U.S. consumers or businesses. Democrats (22%) and Independents (19%) are more supportive, but overall support remains low.

FTC Priorities	Overall	GOP	IND	DEM
TOP 3 RANKING PRIORITIES				
Stopping consumer fraud and scams	49%	52%	49%	45%
Protecting data privacy and online security	41%	41%	37%	43%
Cracking down on “junk fees” and deceptive pricing	27%	26%	29%	29%
LOWEST 3 RANKING PRIORITIES				
Going after foreign-based companies that harm U.S. consumers or businesses	26%	34%	26%	19%
Stopping deceptive or misleading advertising	20%	17%	22%	23%
Breaking up large American companies	15%	5%	19%	22%

There is broad consensus on US-based technology leadership, with 80% agreeing that “it makes our country stronger when the world’s leading technology companies are based in the United States, rather than overseas.” Republicans and conservatives are especially supportive: 89% of Republicans and 89% of conservatives agree. In the same line, when the breakup question is tied to competition with China, **35% of voters say breaking up tech would hurt the U.S. compared with 22% who say it would help.** About a quarter are unsure, and just over 2 in 10 expect no impact. This further reinforces that voters see breaking up Big Tech as neither advantageous nor a priority.

"America is currently in a race with China to develop the best artificial Intelligence (AI) technology. Do you think breaking up America’s leading tech companies would help or hurt the United States in this race against China?"

Hurt the U.S. and help China

35%

Help the U.S. win the race

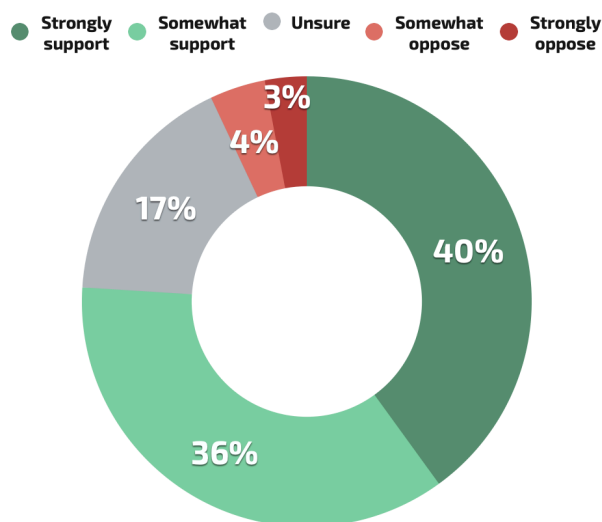
22%

Voters back consumer welfare standards and equal antitrust enforcement, but are split on the Digital Markets Act and oppose EU rules that remove consumer features.

Voters strongly back the consumer welfare standard, with 76% in favor and just 7% opposed (net +69). The support for the consumer welfare standard is bipartisan: Republicans (75%-6%), Independents (75%-7%) and Democrats (77%-8%) support it by nearly identical margins. Democrats are the most intense supporters, with 44% strongly supporting versus 37% of Republicans and 36% of Independents.

Net support for the consumer welfare standard is positive in all six oversample states: Nebraska (+71), Maine (+70), Florida (+67), Ohio (+65) Iowa (+62) and Georgia (+58).

Voter Support of Consumer Welfare Standard

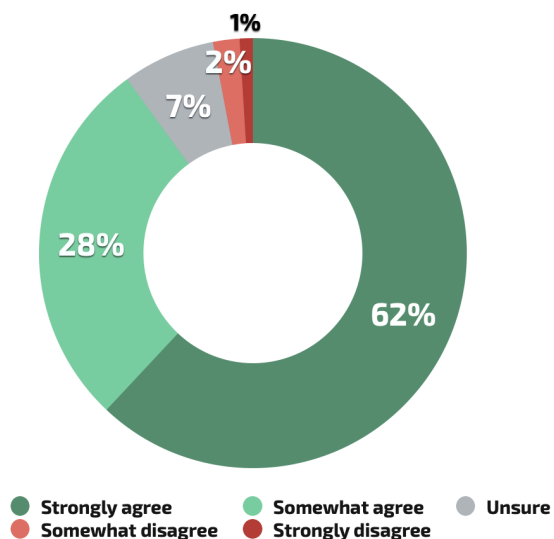


Equal enforcement is even more popular with 90% agreement that antitrust laws should be applied equally to all companies, and only 3% disagree. This view holds across party lines, with Republicans (90%-3%), Independents (88%-3%), and Democrats (91%-4%) all in agreement.

Opinions are evenly divided on whether Congress should copy the European approach (34%) or reject it (35%).

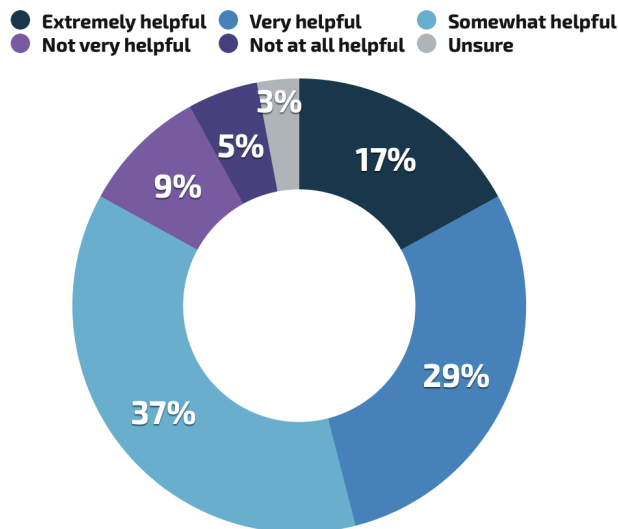
However, a majority (52%) oppose EU-style rules that would remove consumer features in the U.S., compared with 27% who support them, and voters in every oversample state oppose such rules, with net support ranging from -22 in Maine to -39 in Ohio.

Equal Antitrust Enforcement: Agree/Disagree



AI USE AND REGULATION

Perceived AI Helpfulness Among Users



AI use is widespread, and most users find it helpful

AI use among likely voters is widespread, making up 80% of voters, with 57% reporting using AI at least once a week. Among AI users, 83% find it to be at least somewhat useful in daily life or work, with 46% finding it extremely/very helpful. Within partisan breaks, 50% of Republican AI users find it extremely/very helpful, compared to 46% of Democrats and 38% of Independents.

Voters want national AI rules but distrust lawmakers' technical competence. On who should write the rules around regulating AI, more than 2 in 3 or 68% want national AI rules set by the Congress, compared with 19% who prefer state-by-state rules and 13% who are unsure.

Support for a national standard is bipartisan, with Republicans (65%), Independents (64%) and Democrats (72%) all in agreement. **But only 44% have at least some confidence in Congress's AI expertise while 52% have not very much or no confidence.** In terms of the laws themselves, a

plurality leans toward enforcing existing laws before writing new ones (48% to 41%), but the preference is divided along party lines. Republican (59% to 29%) and Trump (59% to 29%) aligned voters are more likely to favor existing-law enforcement; Democrats (50% to 39%) and voters who use AI less than monthly (47% to 43%) are more open to immediate new laws.

Voters' top regulatory concerns are government control of information and lawmakers who do not understand the technology. 40% fear the government using regulation to control information and 39% fear lawmakers who do not understand the technology, while 24% worry about falling behind China and just 15% worry about AI becoming costlier. Confidence in regulatory expertise is highest for federal agencies (57%), though much of it is soft (only 15% express a great deal of confidence), Congress (44%-52%) and state legislatures (46%-49%) are both underwater on confidence ratings.

AMERICAN DATACENTERS

Hearing the facts moves voters toward datacenters, but opposition still edges support

Net support for local datacenters improves 21 points after voters hear facts about them, from -25 to -4, as support rises from 33% to 44% and opposition falls from 58% to 48%. All three partisan groups move about 20 points: Republicans from +2 to +24, Independents from -32 to -12 and Democrats from -49 to -27. Voters who live near a datacenter are already net supportive (+13) and move to +23 once informed. Weekly AI users, who are 57% of voters, flip from net support of -12 to +12.

Opposition to local datacenters is mostly rooted in tangible local costs. Electricity bills (42%) and strained water supply (42%) top datacenter concerns followed by grid reliability (29%) and environmental impact (25%). These results show that the top concerns about local datacenters are economic and infrastructure-based: residents fear they will pay more, receive less-reliable service, or lose scarce water resources.

On the other hand, a company commitment to pay for the grid has strong resonance. 48% are more likely to support a datacenter if tech companies pay for grid costs (12% less likely).

Position on Local datacenters	Initial	Informed	Change
TOTAL SUPPORT	33%	44%	+11
Strongly support	12%	14%	+2
Somewhat support	21%	29%	+8
TOTAL OPPOSE	58%	48%	-10
Strongly oppose	40%	29%	-11
Somewhat oppose	18%	19%	+1
Unsure	10%	9%	-1
NET MARGIN	Oppose +25	Oppose +4	21-point movement

NATIONAL ECONOMIC LANDSCAPE

Voters say the country is on the wrong track (61%-31%), and Trump's approval is underwater at 40%-59% (net -19). **Groceries are the biggest strain on household finances (66%) and the area where voters most want the federal government to focus on lowering prices (62%),** ahead of healthcare (41%) and utilities (34%). Healthcare stands out as one area where voters see a larger federal role than their personal financial strain would suggest.

TOP 5	Personal Pressures	Federal Price Priorities
Groceries	66%	62%
Transportation	36%	33%
Utilities	36%	34%
Housing (rent/mortgage)	30%	30%
Healthcare & health insurance	27%	41%

METHODOLOGY

From October 16-23, 2026, Echelon Insights surveyed N=3,644 likely voters nationwide using a mixed mode approach (text-to-web and online), with a base sample of 1,004 and oversamples in Florida (n=515), Ohio (n=508), Georgia (n=508), Iowa (n=403), Nebraska (n=407) and Maine (n=413). The sample was weighted to modeled turnout and demographics of the 2026 likely electorate (gender, age, race/ethnicity, education, region, turnout probability and gender by age), using Census Bureau data and L2 voter file data. State oversamples were weighted down to their share of the national electorate. The margin of error, adjusted for weighting, is ± 3.2 points nationally, and ± 5.0 in Florida, ± 5.2 in Ohio, ± 5.2 in Georgia, ± 6.5 in Iowa, ± 6.3 in Nebraska and ± 6.3 in Maine.