



MEMORANDUM

TO: INTERESTED PARTIES
FROM: JIM HOBART
DATE: AUGUST 1, 2024
SUBJECT: KEY FINDINGS FROM A RECENT POLL OF VOTERS IN FIVE PRESIDENTIAL BATTLEGROUND STATES

METHODOLOGY

On behalf of the Competitiveness Coalition, Public Opinion Strategies conducted a survey of N=2000 likely voters in the Presidential battleground states of Arizona, Michigan, Nevada, Pennsylvania, and Wisconsin, with 400 interviews conducted in each state. The survey was conducted July 23-29, 2024 and has a margin of error of plus or minus 2.19%. Surveys were conducted with online panel respondents (N=1172) and with text message respondents who were sent a link to complete the survey online to (N=828).

1. **Voters in these states are focused on inflation, immigration, and threats to American democracy.**

The top three issues across these states are inflation's impact on the cost of living (23%), immigration and border security (17%) and threats to American democracy (16%). The one other issue in double digits is abortion, at 10%

There is a stark partisan divide on this question. Sixty-two percent (62%) of Republicans have either immigration and border security (33%) or inflation's impact on the cost of living (29%) as their top issue. Just 5% say threats to American democracy, and only 3% list abortion.

Among Democrats, their top issue is threats to American Democracy (27%), followed by inflation's impact on the cost of living (18%), and abortion (17%). Just 3% of Democrats have immigration and border security as their top issue.

One issue where there IS partisan agreement is on the importance of breaking up large technology companies. Just six respondents across the entire survey had this as their top issue.

2. **A plurality of voters say that the Federal Trade Commission going after many American companies will have a negative impact on the economy.**

Respondents were asked if the Federal Trade Commission going after many American companies including the oil and gas industry, the technology industry, the restaurant industry, the soft drink industry, and the grocery store industry would have a positive impact on the economy, a negative impact on the economy, or make no real difference on the economy.

Just 28% said a positive impact, 38% said negative impact, and 35% said it would make no real difference on the economy (numbers do not add up to 100% due to rounding).

Among Independents, 35% say it will have a negative impact, with another 45% saying make no real difference, and only 20% saying positive impact.

3. A clear majority of voters oppose the Biden administration targeting companies like Amazon, Apple, and Google with burdensome regulations and lawsuits.

Respondents read the following question:

Thinking now specifically about actions the Biden administration has taken against technology companies, as you may know, the Biden administration has targeted companies like Amazon, Apple, and Google with burdensome regulations and lawsuits that are likely to result in higher costs for consumers and the loss of free services. Do you favor or oppose the Biden administration targeting these companies with burdensome regulations and lawsuits?

Forty-four percent (44%) of voters are in favor, compared to 56% who are opposed. There is a clear difference on intensity, as just 19% are strongly in favor, while 31% are strongly opposed.

Majorities of key swing groups are also opposed, including Independents (54% oppose), seniors (58% oppose), and suburban voters (58% oppose).

4. A sizable majority of voters in these states specifically oppose the Biden administration's lawsuit against Amazon.

Respondents read the following question:

As you may know, the Biden administration has filed a lawsuit alleging that common business practices used by Amazon block competition and hurt small businesses. If this lawsuit is successful, the government will force Amazon to change the way they do business and services such as Amazon Prime's free two-day shipping could be eliminated. Knowing this, do you support or oppose the Biden administration's lawsuit against Amazon?

On this specific lawsuit, just 42% of voters are in support, compared to 58% who are opposed. We again see a clear difference on intensity, with voters strongly opposed (31%), clearly outpacing those strongly in support (18%).

The trend among key swing voting groups also continues, as 54% of Independents, 61% of seniors, and 61% of suburban voters are opposed to the lawsuit against Amazon.

5. Voters are concerned about the impact new regulations to break up technology companies could have on their own lives.

Respondents were asked which of the following would be most concerning to them

- *Apple could no longer ensure the safety and security of the apps you download*
- *Amazon could increase their prices and end free two-day shipping through Amazon Prime*
- *Google removes access to certain products like Google Maps*
- *Facebook starts charging to use their app and website*

Voters were relatively evenly divided, with 27% saying Apple no longer ensuring the safety and security of downloads would be their biggest concern, followed by Amazon increasing prices and ending free two-day shipping (25%) and Google removing access to products like Google Maps (21%).

Seven percent (7%) would be most concerned about Facebook charging to use their app and website, and 17% said none of these would be a concern to them.

6. Close to two-thirds of voters agree that breaking up large technology companies will result in higher prices for consumers.

Respondents were asked if they agreed or disagreed with the following statement:

Breaking up large technology companies will result in higher prices for consumers at a time when prices are already high due to inflation.

Fully 64% of voters in these states agree with that statement, including 33% who strongly agree.

Agreement is especially high among Republicans (83%), tops 60% with every age group, and is also over 60% with moderate voters (62% agree).

7. The presidential race in these five states is a dead heat.

Across these five states, both Donald Trump and Kamala Harris receive 46% of the vote. Four percent (4%) of voters back third party-candidates, and 4% are undecided.

The race is similarly tight in each state:

	Arizona	Michigan	Nevada	Pennsylvania	Wisconsin
Trump	48%	45%	46%	45%	46%
Harris	43%	45%	45%	48%	48%

Importantly, the undecided voters lean Republican, with 47% of undecideds identifying as Republicans, compared to 19% who say they are Democrats.

Undecideds are also more likely to be conservative than liberal (34% conservative and 9% liberal) and give Joe Biden very poor marks (26% approve/76% disapprove, including 38% who strongly disapprove).