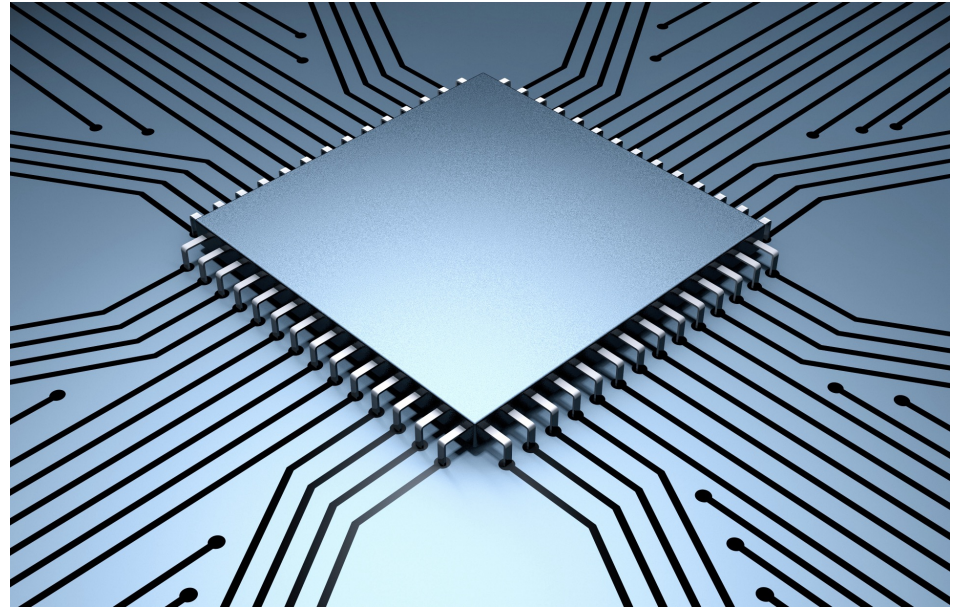


navigating *the* *battleground

Thursday, July 30, 2026

Perceptions of the Tech
Industry in the Congressional
Battleground



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=1,500 likely 2026 general election constituents in 67 battleground congressional districts.



100% of interviews were conducted by text-to-web.



Interviews were conducted between June 23 – July 1, 2026.



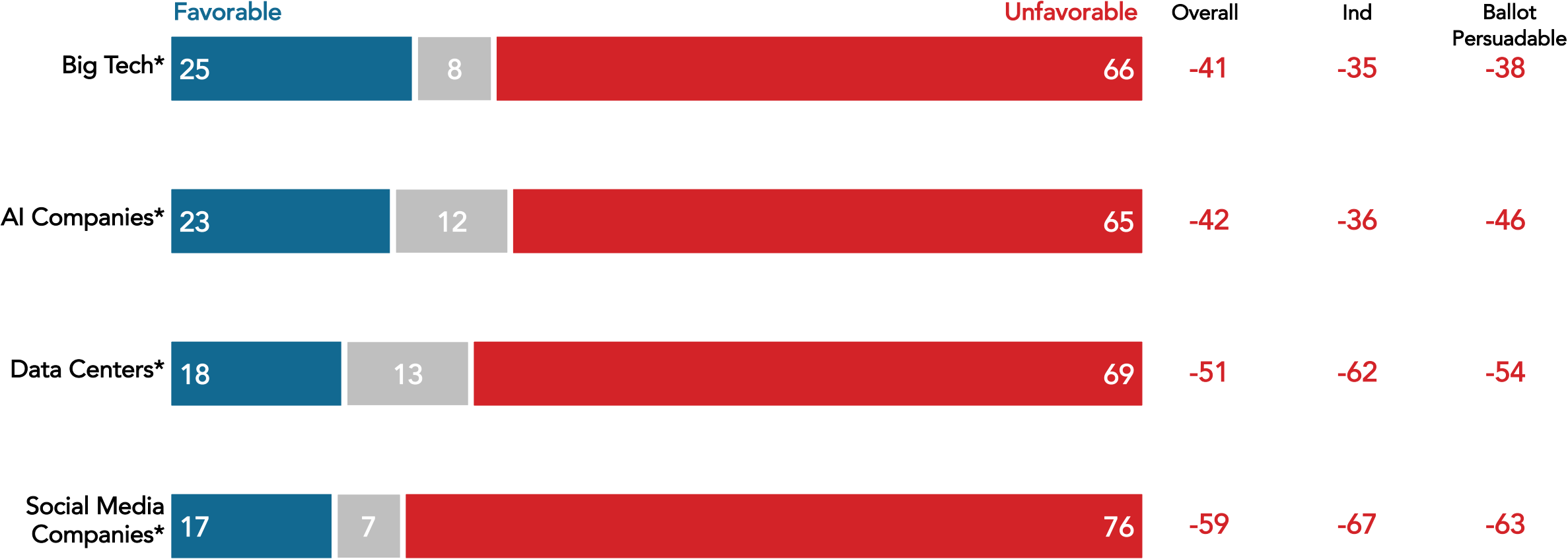
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

- All of the tested players in the tech industry – from AI companies to social media companies – are viewed unfavorably by Americans in the congressional battleground.
- Battleground constituents think tech CEOs are part of the corruption problem in Washington, and they think that tech companies have a lot of influence.
 - They're also skeptical of the benefits promised by building more data centers.
- Americans in the battleground overwhelmingly think it's important for Congress to implement stricter standards on the tech industry, but a plurality don't think either party is up to the task.
- From AI chatbots engaging in inappropriate conversations to online scammers using social media unchecked, battleground constituents have very serious concerns about tech companies' role in society.

Americans in the Congressional Battleground Have Unfavorable Opinions of the Different Players In The Tech Industry

Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view. If you have never heard of them, or cannot rate them, please indicate that:



*Split
"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.
Nationwide survey of 1,500 likely 2026 general election voters across 67 battleground districts conducted June 23 - July 1, 2026.
For more info, visit navigatortresearch.org/battleground.

Battleground Constituents View Tech CEOs as Part of a Corrupt Elite Maximizing Their Profits at the Expense of Others

Which of the following comes closer to your view?

Big Tech, social media, and AI CEOs are part of a corrupt elite who profit off of harmful, addictive products and then use that money to manipulate politics and maximize their own profits at everyone's expense.

Don't know

Big Tech, social media, and AI CEOs are successful entrepreneurs who have built popular products that people genuinely want, created jobs and economic growth, and are driving innovation across society.



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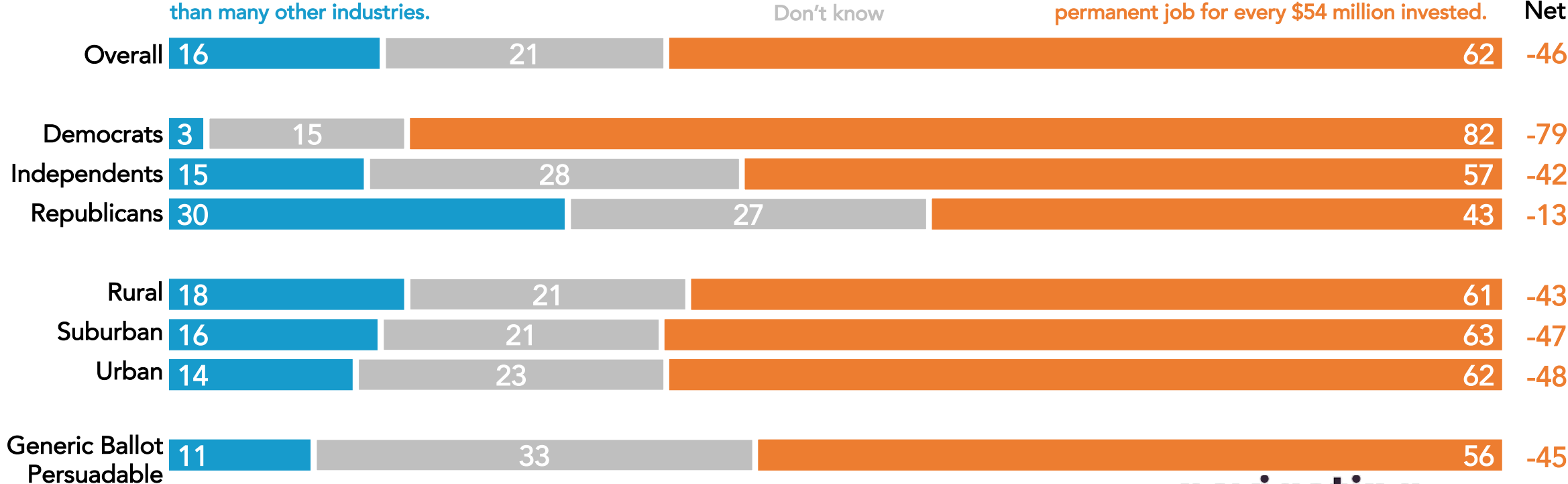
A Majority Thinks the Development of Data Centers Oversell Their Positive Local Impact

Which of the following comes closer to your view?

Data centers create local union jobs during construction, in addition to long-term operational jobs in fields like IT, mechanics, and security. These jobs allow young people to stay in their communities instead of relocating. Data centers directly employ more than 600,000 people nationally, more than many other industries.

Data centers make big promises to get into communities, including claiming they bring economic growth and new jobs, but in reality: data centers are warehouses full of computer servers that mostly run on their own, not major job-creators. One analysis found data centers in Virginia created just one permanent job for every \$54 million invested.

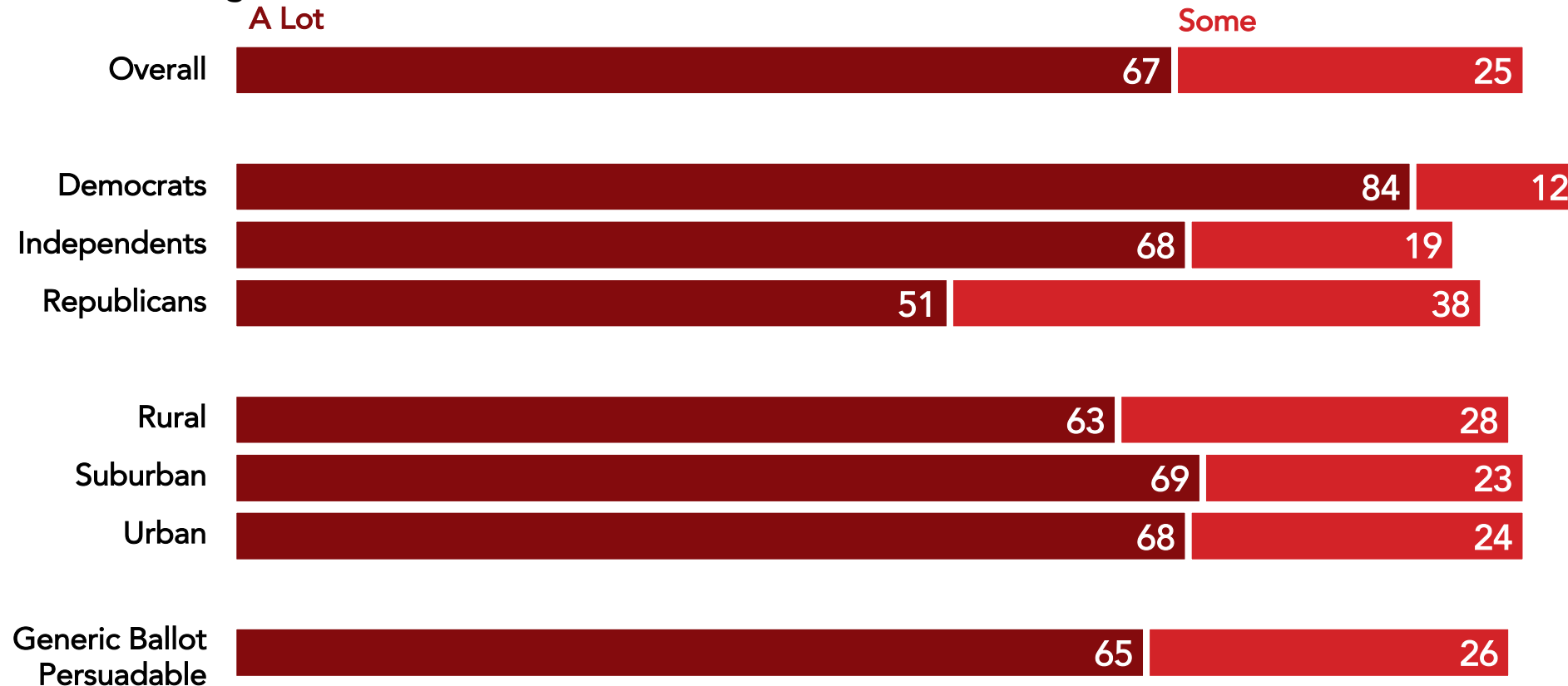
Don't know



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Majorities Across the Congressional Battleground Think Tech Companies Have A Lot of Influence Over Elected Officials

How much influence do you think Big Tech, social media, and AI companies have over decisions made by elected officials in Washington?

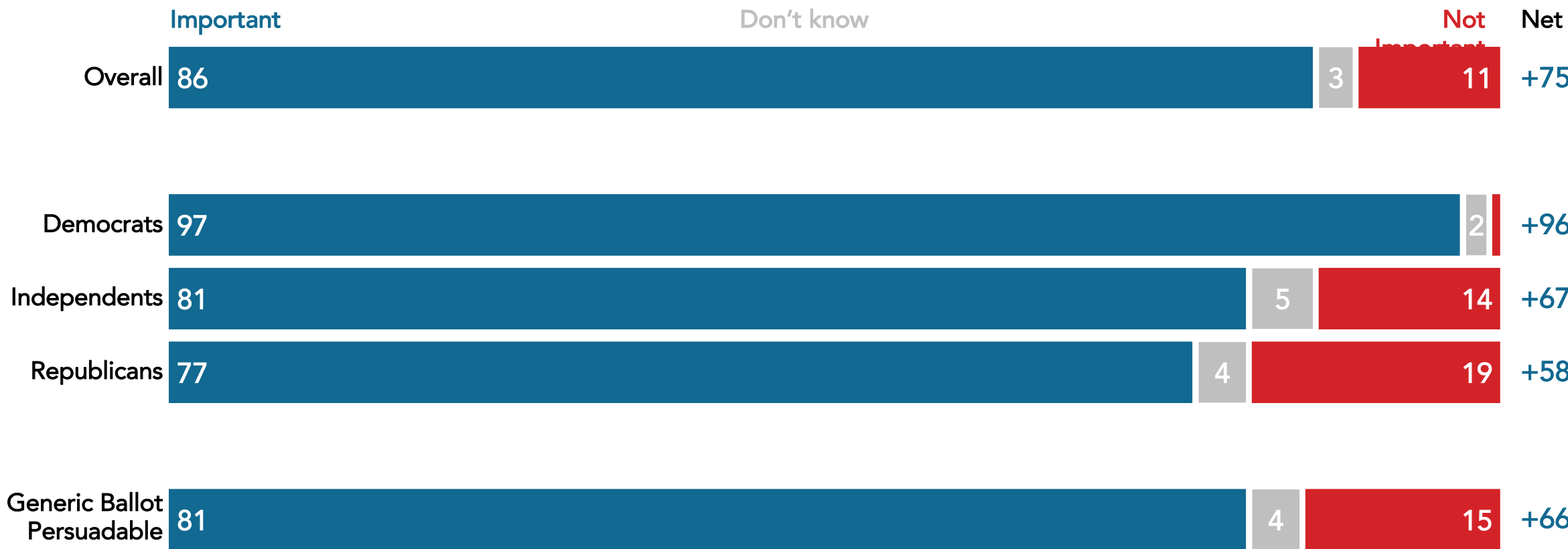


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Across the Battleground, Americans Think It's Important That Congress Implements Stricter Tech Safety Standards

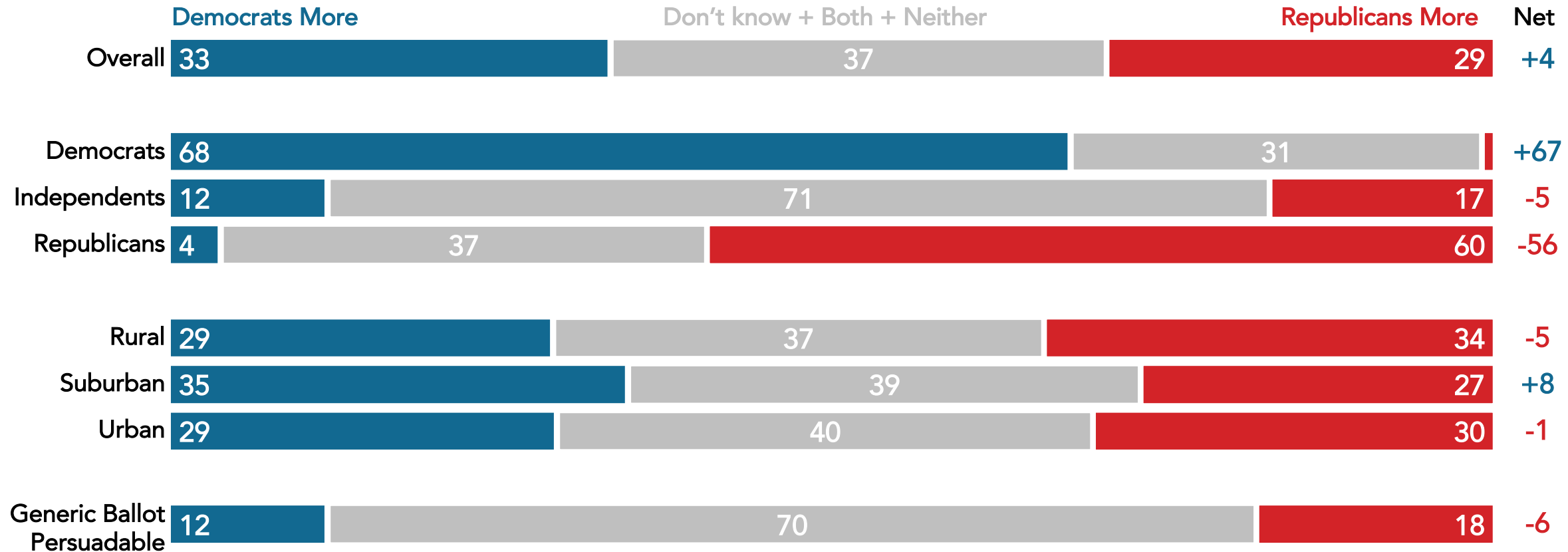
How important is it to you that the next Congress take action to implement stricter safety standards for Big Tech, social media, and AI companies?



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A Plurality of Battleground Constituents Don't Trust Either Democrats or Republicans on Managing the Tech Industry

Who do you trust more to manage the impact of Big Tech, social media, and AI in society?



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AI Chatbots, Online Scamming on Social Media, and Using AI to Deny Patient Claims Are the Biggest Tech Concerns

Here is a list of concerns that some people have raised about social media and AI companies. For each please indicate if it's very concerning for you, somewhat concerning, not too concerning, or not concerning at all. If you're not sure, just indicate that.

Tech Industry Concerns % Very Serious Concerns – 1 st Tier	Overall	Independents	Generic Ballot Persuadable
[CHATBOTS] Big Tech and AI companies promoting AI chatbots that can engage in inappropriate conversations with children, pass themselves off as medical or mental health professionals, or promote harmful and delusional behavior.	77	71	77
[SCAMS] Social media companies failing to crack down on online scammers and criminals who target seniors and vulnerable people.	75	65	75
[HEALTH] AI companies helping health CEOs line their pockets at the expense of peoples' health—with AI tools being used to deny patient claims at higher rates and increase hospital bills.	75	67	75
[PRICING] AI companies helping major corporations maximize their profits by using “surveillance pricing” to charge two people different prices for the same service, or to pay workers different wages based on their personal data.	74	68	73
[DATA] Big Tech companies using people's personal data to choose what information they receive, and selling information about users' whereabouts, personal interests, and behaviors.	74	68	74

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Building Data Centers and Hurting Americans Economically are Still Very Concerning But Have Less Intensity

Here is a list of concerns that some people have raised about social media and AI companies. For each please indicate if it's very concerning for you, somewhat concerning, not too concerning, or not concerning at all. If you're not sure, just indicate that.

Tech Industry Concerns % Very Serious Concerns – 2 nd Tier	Overall	Independents	Generic Ballot Persuadable
[DECIDE] Big tech and AI companies pushing tools that take power away from people and communities--replacing human judgment with automated decisions in healthcare, hiring, the military, and more.	71	65	72
[KIDS] Social media companies designing their platforms with addictive features that target young people.	70	64	71
[DATA CENTERS] Big Tech companies constructing data centers across the country--often forcing projects forward despite local opposition and concerns about noise, lack of permanent jobs, use of water and natural resources, and their contribution to rising utility costs.	66	64	65
[AI JOBS] Big Tech and AI companies contributing to an economic bubble and prioritizing massive investment and profit, despite concerns they will displace jobs and harm Americans economically.	60	52	58

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Appendix: Congressional Districts Included In Sample

Dem Incumbent			Rep Incumbent - Harris	Rep Incumbent - Trump				Large 2024 Margin Trump Districts (10.5+)		Mid 2024 Margin Trump Districts (4.5-10.4)		Small 2024 Margin Trump Districts (<4.5)	
CA-13	NV-03	TX-34	CA-48	AK-01	IA-01	NC-11	VA-01	AK-01	OH-07	CO-05	PA-10	AZ-01	NY-03
CA-45	NV-04	TX-35	NE-02	AZ-01	IA-02	NJ-07	VA-02	AZ-02	OH-09	IA-01	TX-28	AZ-06	OH-01
CA-47	NY-03	VA-07	NY-17	AZ-02	IA-03	OH-07	WI-01	FL-07	SC-01	IA-02	TX-34	CA-13	PA-07
CT-05	NY-04	WA-03	PA-01	AZ-06	KY-06	OH-10	WI-03	FL-13	TN-05	ME-02	TX-35	CA-22	VA-02
IN-01	NY-19			CA-22	MI-04	OH-15		FL-15	TX-15	MI-04	VA-01	CO-08	WA-03
ME-02	NY-22			CO-05	MI-07	PA-07		FL-27		MI-10	WI-01	IA-03	
MI-08	OH-01			CO-08	MI-10	PA-08		KY-06		MO-02	WI-03	MI-07	
NC-01	OH-09			FL-07	MN-01	PA-10		MN-01		NC-11		MI-08	
NJ-09	OH-13			FL-13	MO-02	SC-01		MT-01		OH-01		NJ-07	
NM-02	OR-05			FL-15	MT-01	TN-05		NC-01		OH-15		NM-02	
NV-01	TX-28			FL-27	NC-03	TX-15		NC-03		PA-08		NV-03	

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About Navigator and Navigating the Battleground

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. **Navigator** is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. **Navigating the Battleground** is a project designed to understand messaging nuances in different types of battleground geographies, led by pollsters from Impact Research.

About the Study

Impact Research conducted public opinion surveys among a sample of 1,500 likely 2026 general election voters from June 23 - July 1, 2026. The survey was conducted by text-to-web (100 percent). Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the 67 congressional districts included in the sample across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 2.5 percentage points. The margin for error for subgroups varies and is higher.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator or
Navigating the Battleground:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter