PUP RESEARCH

TO: Interested Parties
FROM: Plymouth Union Public Research
SUBJECT: Americans Support U.S. Companies Competing in China: New Survey Shows Broad, Bipartisan Support for Policy Reform on Chip Sourcing
DATE: July 16, 2026

Three in four voters say the U.S. should update policies to ensure American companies can compete on equal footing in the Chinese market -- and a majority support letting American companies source chips from Chinese and Korean suppliers for products made and sold in China.

INTRODUCTION

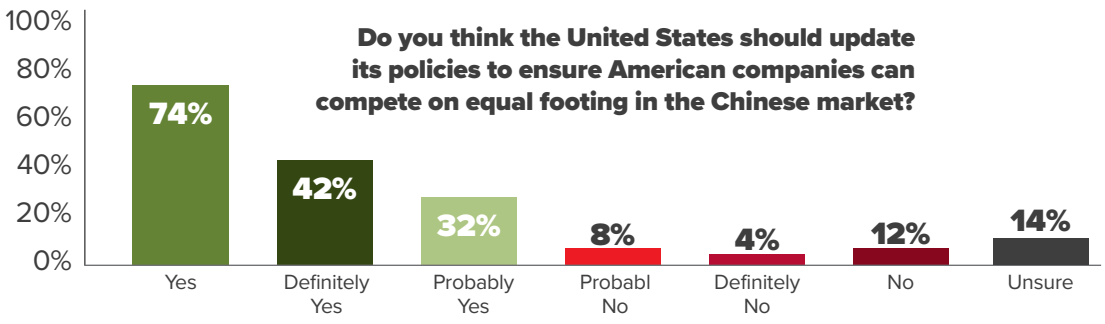
A new nationwide survey of 1,000 likely general election voters, conducted June 16-18 by PUP Research, reveals deep and broad public support for updating U.S. policy to ensure American companies can compete on equal footing in the Chinese market. The survey shows that voter support for both market access reform and pragmatic chip sourcing transcends party lines, ideology, and geography.

This memo examines two key findings: near-universal support for updating U.S. policies to ensure American competitiveness in China, and majority support for allowing American companies to source chips from Chinese and Korean suppliers for products made and sold in China in order to lower prices, ease pressure on domestic chip supply chains, and reserve American-made chips for use at home.

VOTERS WANT A LEVEL PLAYING FIELD: 3 IN 4 SUPPORT UPDATING U.S. POLICY ON MARKET ACCESS

By a margin of **74% to 12%** (+62 net), voters say the United States should update its policies to ensure American companies can compete on equal footing in the Chinese market. This is a landslide result that holds across virtually every subgroup in the sample.

The data reveals a rare moment of political consensus. Trump voters back the policy at **78%** and Harris voters at **72%**. Across ideology, support ranges from 68% among very liberal voters to 82% among both somewhat and very conservative voters. Geographically, support is consistent: urban (74%), suburban (75%), and rural (71%) voters are all on board.



Source: PUP Research Nationwide Survey #18, June 16-18, 2026 (N=1,000, MoE +/-3.1%)

A MAJORITY SUPPORT PRAGMATIC CHIP SOURCING -- ACROSS IDEOLOGY AND GEOGRAPHY

When voters are presented with a concrete policy proposal -- allowing American companies to source chips from Chinese and Korean suppliers for products made and sold in China, in order to lower prices, reduce pressure on U.S. chip supply chains, and free up American-made chips for use at home -- they respond with a clear majority in favor. The topline is **56% in support vs. 19% opposed** (+37 net), with 24% unsure.

The ideological breadth of support is striking. Very liberal voters backed the policy at 63%, and 62% of Americans who identified as somewhat conservative also supported the same policy. Even the lowest ideological subgroup (moderates at 53%) clears a majority. Trump voters support the proposal at **60%** and Harris voters at **56%**. No subgroup opposes the policy, and the highest "no" response across all demographics is 24%.

Geographically, suburban voters are the strongest cohort at **63%**, while urban (51%) and rural (51%) voters still post positive majorities. The framing of the question clearly resonates: lowering prices, protecting domestic supply chains, and freeing up American-made chips for use at home are kitchen-table concerns that land across the board.

Source: PUP Research Nationwide Survey #18, June 16-18, 2026 (N=1,000, MoE +/-3.1%)

KEY TAKEAWAYS

- Three in four voters (74%) support updating U.S. policy to ensure American companies can compete on equal footing in China, a net of +62 points.
- Support for market access reform spans the ideological spectrum, from 68% among those who identify as very liberal to 82% among those who identify as very conservative.
- A majority of voters (56%) support allowing U.S. companies to source chips from Chinese and Korean suppliers for products made and sold in China, with only 19% opposed.
- The chip-sourcing result is effectively non-partisan: Trump voters (60%) and Harris voters (56%) both back the policy, and no subgroup registers majority opposition.
- The kitchen-table framing drives the chip-sourcing result. Lower prices, reduced pressure on domestic supply chains, and more American-made chips available at home are a winning combination with voters of all stripes.

METHODOLOGY

This survey was conducted online from June 16-18, 2026. The sample consisted of n = 1,000 likely general election voters nationwide, resulting in a margin of error of +/-3.1%. The sample was balanced for age, gender, race, geography, ideology, and party affiliation. The survey was conducted by PUP Research.