

AMERICAN VIEWPOINT®

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To: Interested Parties
From: Linda DiVall
Re: American Action Forum Title II Survey Findings
Date: June 29th, 2018

Interviews were conducted June 11-13, 2018. Approximately 50 percent of the interviews were conducted with a cell phone sample of those who cannot be reached on a landline. The margin of error for the full sample (n=800) is +/- 3.5 percent at the 95 percent confidence level.

Brief Summary

The majority of voters oppose the congressional resolution reinstating Title II and favor net neutrality regulations that apply across the Internet ecosystem. This holds true as respondents are more concerned about their personal data and privacy than net neutrality and do not believe that the government should mandate what Internet service providers (ISPs) can charge consumers and tech companies for the broadband access they provided.

The main messages that resonated with voters against the congressional resolution centered around archaic rules being applied to 21st century technology and innovation, the fairness argument that ISPs alone should not be singled out for infrastructure updates and investments, and that a bipartisan coalition is opposed to this resolution, which would result in lost investment.

Key Findings

A majority of voters favor regulating large tech companies.

- By a margin of 55-28 percent, respondents were in favor of this question: “As you may know, these net neutrality regulations would only impact ISPs. There are no targeted regulations on large tech companies. Do you favor or oppose regulating large tech companies?”

A majority of likely voters oppose the congressional resolution on the initial measurement, with opposition growing on the informed measurement after hearing supporting and opposing arguments.

- By a margin of 32-51 percent, voters opposed this question: “A resolution is being considered by Congress to impose these additional regulations on ISPs

permanently while not addressing regulation for large tech companies like Google and Facebook. Do you favor or oppose this resolution?"

- This opposition includes a majority of Republicans and Independents.
- After hearing messages on both sides, opposition increases to 55 percent, with 19 percent switching to oppose the congressional resolution.

Respondents are more concerned about their personal data and privacy than network neutrality and are most apprehensive about fraudulent behavior.

- When queried as to their biggest concern (combined 1st and 2nd choice, multiple responses) regarding their experience on the Internet, likely voters say:

	Total
Identity theft and other fraudulent activity	66%
Tech companies, such as Google and Facebook, will not do an adequate job protecting your data	41%
Internet service providers, such as Comcast, Spectrum and Verizon, will block your ability to go to your favorite websites	35%
Affordability of high speed Internet	34%

- Intensity of feelings for the #1 concern is 47 percent, far surpassing the other concerns in the aggregate.

Respondents demonstrate support for ISPs and large tech companies sharing an equal cost for infrastructure investment rather than passing this along to consumers.

- Initially, respondents are split fairly evenly between ISPs (38 percent) and large tech companies (37 percent) covering all or part of the cost for infrastructure investment, with only 19 percent selecting consumers themselves.
- After a presentation of the arguments, the responsibility of large tech companies to cover these costs increases to 44 percent (+7) with ISPs' financial responsibility falling to 34 percent (-4).

Three arguments prove to be the most convincing against the resolution. These messages all center on archaic rules being applied to 21st century technology and innovation, the fairness argument that ISPs alone should not be singled out for infrastructure updates and investments, and that a bipartisan coalition is opposed to this resolution, which would result in lost investment.

	Total Convincing - Not Convincing
If this resolution passes, Internet service providers will be solely responsible for costs associated with updating infrastructure and bandwidth to meet consumer demands. These costs will likely get passed onto consumers, meaning you will pay for applications and content like Netflix that you may not even use.	60% - 36%
A bi-partisan coalition of labor unions, civil rights organizations, manufacturers, tech companies, and small and rural Internet service providers are all opposed to this resolution due to its negative impact on investment and jobs. More than \$4 billion in lost investment in the first two years is expected if this outdated legislation is enacted.	54% - 40%

Instead of allowing for an open Internet, this resolution actually puts in place utility-type rules and regulations from 1934 that applied to telephone companies. These rules are not fit for the 21st century Internet and will harm consumers by suppressing investment and innovation to improve services.

54% - 40%

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