

**American Action Forum**

**Net Neutrality Survey**

**June 11-13, 2018**

**n=800 Likely Voters / 50% Cell Phone Interviewing**

Hello, my name is \_\_\_\_\_\_\_ and I'm with AMERICAN VIEWPOINT, an independent market research firm located in Alexandria, Virginia. This is not a sales call. We are doing a survey to gather opinions on issues facing the country today. May I speak with **[NAME ON FILE]**?

1. **[ASK IF WIRELESS SAMPLE]** Are you in a place right now where you can safely take the survey?

1. Yes

2. No **[TERMINATE OR SCHEDULE CALLBACK]**

9. Don’t know **[TERMINATE OR SCHEDULE CALLBACK]**

0. Refused **[TERMINATE]**

1. Are you or is anyone in your household a reporter or active in any political campaigns?

1. Yes **[TERMINATE]**

2. No **[CONTINUE]**

1. **[RECORD FROM FILE IF NAME ON FILE] [IF NOT NAME ON FILE ASK]**

**[IF LANDLINE, ASK:]** Are you registered to vote in **STATE FROM FILE** at this address?

**[IF CELL, ASK:]** Are you registered to vote in **STATE FROM FILE**?

Landline

1. Yes **[GO TO Q5]**

2. No **[ASK 4]**

Cell/Other

1. COUNTY IN SAMPLE FRAME

2. Other **[SPECIFY: \_\_\_\_\_ ] [DNR] [TERMINATE]**

9. Not in STATE **[DNR] [TERMINATE]**

0. Refused **[DNR] [TERMINATE]**

1. Is there anyone in your household who is registered to vote in **STATE FROM FILE**? **[IF YES ASK: MAY I PLEASE SPEAK TO THAT PERSON?]**

1. Yes **[REPEAT INTRODUCTION]**

2. No **[THANK AND TERMINATE]**

1. **[RECORD FROM FILE IF NAME ON FILE] [IF NOT NAME ON FILE ASK]**

What is your age?

# Record Actual Age \_\_\_\_\_\_\_

# **[IF REFUSED, ASK: Which age category do you fall into?]**

# CODE

|  |  |  |
| --- | --- | --- |
|  | 5% | 18-24 |
|  | 4% | 25-29 |
|  | 6% | 30-34 |
|  | 7% | 35-39 |
|  | 6% | 40-44 |
|  | 8% | 45-49 |
|  | 10% | 50-54 |
|  | 9% | 55-59 |
|  | 13% | 60-64 |
|  | 12% | 65-69 |
|  | 10% | 70-74 |
|  | 11% | 75 AND OVER |
|  | \* | Refused |

1. At election time, things sometimes come up that keep a person from voting. How likely is it that you will vote in the November election for offices such as U.S. Senate, Congress, and other state and local offices? Would you say that you are **[READ 1 THRU 4]**

|  |  |  |
| --- | --- | --- |
|  | 80% | Absolutely certain you will vote |
|  | 18% | Probably voting |
|  | 2% | Probably not voting |

1. On a scale of 1 to 10, where one means that you are not at all enthusiastic and ten means that you are extremely enthusiastic, how enthusiastic are you about voting in the November election for U.S. Senate, Congress, and other state and local offices?? **[CODE DON’T KNOW AND REFUSED IN SECOND COLUMN]**

|  |  |  |
| --- | --- | --- |
|  | 48% | Extremely Enthusiastic 10 Rating |
|  | 17% | Highly Enthusiastic 8 - 9 Rating |
|  | 25% | Moderately Enthusiastic 5 - 7 Rating |
|  | 9% | Not Very Enthusiastic 1 - 4 Rating |
|  | 1% | Don't Know/No Answer |
|  | **65%** | **8-10 RATING** |
|  | **34%** | **1-7 RATING** |

1. If the November election for Congress were held today, would you be voting for **[ROTATE R/D]** the Republican candidate OR the Democratic candidate?

**[IF REPUBLICAN OR DEMOCRATIC CANDIDATE, PROBE:** Are you definitely voting or just probably voting for the **(Republican/Democratic)** candidate?**]**

**[IF UNDECIDED, PROBE:** Which way do you lean?**]**

|  |  |  |
| --- | --- | --- |
|  | 31% | Definitely Republican |
|  | 9% | Probably Republican |
|  | 3% | Lean Republican |
|  | 2% | Lean Democratic |
|  | 8% | Probably Democratic |
|  | 32% | Definitely Democratic |
|  | 12% | Don't know |
|  | **42%** | **TOTAL REPUBLICAN** |
|  | **42%** | **TOTAL DEMOCRATIC** |

1. Do you feel that things in this country are generally going in the right direction or do you feel things have gotten off on the wrong track?

**[IF RIGHT DIRECTION OR WRONG TRACK, PROBE:** And do you feel strongly about that, or not?**]**

|  |  |  |
| --- | --- | --- |
|  | 33% | Strongly right direction |
|  | 8% | Not strongly right direction |
|  | 6% | Not strongly wrong track |
|  | 48% | Strongly wrong track |
|  | 4% | Don't know |
|  | **41%** | **TOTAL RIGHT DIRECTION** |
|  | **54%** | **TOTAL WRONG TRACK** |

Now, I am going to read you the names of some people and organizations that are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person or organization. **[RANDOMIZE] [IF FAVORABLE/UNFAVORABLE, PROBE:** Would that be very **(favorable/unfavorable)** or just somewhat **(favorable/unfavorable)**?**]**

1. Donald Trump

|  |  |  |
| --- | --- | --- |
|  | 99% | Aware |
|  | 1% | Not Aware |
|  | 31% | Very Favorable |
|  | 14% | Somewhat Favorable |
|  | 8% | Somewhat Unfavorable |
|  | 43% | Very Unfavorable |
|  | 2% | Don't Know |
|  | **44%** | **TOTAL FAVORABLE** |
|  | **51%** | **TOTAL UNFAVORABLE** |

1. Barack Obama

|  |  |  |
| --- | --- | --- |
|  | 99% | Aware |
|  | 1% | Not Aware |
|  | 38% | Very Favorable |
|  | 16% | Somewhat Favorable |
|  | 11% | Somewhat Unfavorable |
|  | 31% | Very Unfavorable |
|  | 2% | Don't Know |
|  | **54%** | **TOTAL FAVORABLE** |
|  | **42%** | **TOTAL UNFAVORABLE** |

1. AT&T

|  |  |  |
| --- | --- | --- |
|  | 95% | Aware |
|  | 5% | Not Aware |
|  | 12% | Very Favorable |
|  | 35% | Somewhat Favorable |
|  | 19% | Somewhat Unfavorable |
|  | 12% | Very Unfavorable |
|  | 13% | Don't Know |
|  | **47%** | **TOTAL FAVORABLE** |
|  | **31%** | **TOTAL UNFAVORABLE** |

1. Apple

|  |  |  |
| --- | --- | --- |
|  | 95% | Aware |
|  | 5% | Not Aware |
|  | 25% | Very Favorable |
|  | 35% | Somewhat Favorable |
|  | 13% | Somewhat Unfavorable |
|  | 7% | Very Unfavorable |
|  | 12% | Don't Know |
|  | **60%** | **TOTAL FAVORABLE** |
|  | **20%** | **TOTAL UNFAVORABLE** |

1. Verizon

|  |  |  |
| --- | --- | --- |
|  | 94% | Aware |
|  | 6% | Not Aware |
|  | 14% | Very Favorable |
|  | 35% | Somewhat Favorable |
|  | 15% | Somewhat Unfavorable |
|  | 11% | Very Unfavorable |
|  | 16% | Don't Know |
|  | **49%** | **TOTAL FAVORABLE** |
|  | **26%** | **TOTAL UNFAVORABLE** |

1. Comcast

|  |  |  |
| --- | --- | --- |
|  | 87% | Aware |
|  | 13% | Not Aware |
|  | 6% | Very Favorable |
|  | 21% | Somewhat Favorable |
|  | 19% | Somewhat Unfavorable |
|  | 17% | Very Unfavorable |
|  | 21% | Don't Know |
|  | **27%** | **TOTAL FAVORABLE** |
|  | **36%** | **TOTAL UNFAVORABLE** |

1. Spectrum

|  |  |  |
| --- | --- | --- |
|  | 55% | Aware |
|  | 45% | Not Aware |
|  | 3% | Very Favorable |
|  | 14% | Somewhat Favorable |
|  | 8% | Somewhat Unfavorable |
|  | 6% | Very Unfavorable |
|  | 22% | Don't Know |
|  | **17%** | **TOTAL FAVORABLE** |
|  | **14%** | **TOTAL UNFAVORABLE** |

1. Google

|  |  |  |
| --- | --- | --- |
|  | 96% | Aware |
|  | 4% | Not Aware |
|  | 29% | Very Favorable |
|  | 35% | Somewhat Favorable |
|  | 13% | Somewhat Unfavorable |
|  | 8% | Very Unfavorable |
|  | 8% | Don't Know |
|  | **64%** | **TOTAL FAVORABLE** |
|  | **21%** | **TOTAL UNFAVORABLE** |

1. Facebook

|  |  |  |
| --- | --- | --- |
|  | 97% | Aware |
|  | 3% | Not Aware |
|  | 12% | Very Favorable |
|  | 31% | Somewhat Favorable |
|  | 23% | Somewhat Unfavorable |
|  | 21% | Very Unfavorable |
|  | 8% | Don't Know |
|  | **43%** | **TOTAL FAVORABLE** |
|  | **44%** | **TOTAL UNFAVORABLE** |

1. How familiar are you with the policy of net neutrality? **[READ 1 THRU 4]**

|  |  |  |
| --- | --- | --- |
|  | 15% | Very Familiar |
|  | 43% | Somewhat Familiar |
|  | 16% | Not Too Familiar |
|  | 24% | Not at all Familiar |
|  | 2% | Don't know |
|  | \* | Refused |
|  | **58%** | **TOTAL VERY/SOMEWHAT** |
|  | **39%** | **TOTAL NOT TOO/AT ALL** |

1. As you may know, the term “Net Neutrality” currently refers to a Federal Communication Commission additional regulation that requires Internet Service Providers, or ISPs, like Comcast, Spectrum and Verizon, to provide access to all websites on the internet, treat all websites equally in terms of content delivery, and prevent ISPs from differentially charging websites like Google, Facebook, and Netflix to deliver their content. Do you favor or oppose the regulation referred to as net neutrality?

**[IF FAVOR/OPPOSE, PROBE:** Would that be strongly **(favor/oppose)** or just somewhat **(favor/oppose)**?**]**

|  |  |  |
| --- | --- | --- |
|  | 39% | Strongly Favor |
|  | 25% | Somewhat Favor |
|  | 10% | Somewhat Oppose |
|  | 13% | Strongly Oppose |
|  | 12% | Don't Know |
|  | 1% | Refused |
|  | **64%** | **TOTAL FAVOR** |
|  | **24%** | **TOTAL OPPOSE** |

1. As you may know, these net neutrality regulations would only impact Internet Service Providers. There are no targeted regulations on large tech companies. Do you favor or oppose regulating large tech companies?

**[IF FAVOR/OPPOSE, PROBE:** Would that be strongly **(favor/oppose)** or just somewhat **(favor/oppose)**?**]**

|  |  |  |
| --- | --- | --- |
|  | 25% | Strongly Favor |
|  | 30% | Somewhat Favor |
|  | 17% | Somewhat Oppose |
|  | 11% | Strongly Oppose |
|  | 14% | Don't Know |
|  | 2% | Refused |
|  | **55%** | **TOTAL FAVOR** |
|  | **28%** | **TOTAL OPPOSE** |

1. A resolution is currently being considered by Congress to impose these additional regulations on internet service providers permanently while not addressing regulation for large tech companies like Google and Facebook. Do you favor or oppose this resolution?

**[IF FAVOR/OPPOSE, PROBE:** Would that be strongly **(favor/oppose)** or just somewhat **(favor/oppose)**?**]**

|  |  |  |
| --- | --- | --- |
|  | 12% | Strongly Favor |
|  | 20% | Somewhat Favor |
|  | 27% | Somewhat Oppose |
|  | 24% | Strongly Oppose |
|  | 16% | Don't Know |
|  | 2% | Refused |
|  | **32%** | **TOTAL FAVOR** |
|  | **51%** | **TOTAL OPPOSE** |

1. As it relates to your experience on the internet, please rank your 1st and 2nd biggest concerns. **[READ 1 THRU 3][CODE FIRST AND SECOND]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1st Choice** | **2nd Choice** | **Combined** |  |  |
|  | 47% | 23% | 66% | Identity theft and other fraudulent activity |
|  | 18% | 19% | 34% | Affordability of high speed internet |
|  | 16% | 30% | 41% | Tech companies, such as Google and Facebook, will not do an adequate job protecting your data |
|  | 12% | 28% | 35% | Internet service providers, such as Comcast, Spectrum and Verizon, will block your ability to go to your favorite websites |
|  | 2% | 0% | 2% | None | **[VOLUNTEERED]** |
|  | 4% | 0% | 4% | Don't Know |
|  | 1% | 0% | 1% | Refused |  |

1. Due to increased use of high bandwidth applications like gaming or video streaming on multiple devices on the internet, investments and improvements in broadband infrastructure are constantly needed to meet of the growing bandwidth demands of consumers and provide the reliability they expect.

Who do you think should either cover all of the cost or part of the cost for this infrastructure investment? **[ROTATE]**

Large tech companies like Google, Facebook, Netflix and Amazon

Internet Service Providers like Comcast, Spectrum and Verizon

Subscribers & Consumers of video streaming services and social media sites

**[IF CHOICE, PROBE:** And is that all of the cost or just some?**] [IF ‘SOME’, ALLOW MULTIPLE RESPONSES]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 19% | Large Tech - All |  |
|  | 19% | Large Tech - Some |  |
|  | 19% | ISPs - All |  |
|  | 19% | ISPs - Some |  |
|  | 6% | Consumers - All |  |
|  | 13% | Consumers - Some |  |
|  | 9% | All of the above | **[VOLUNTEERED]** |
|  | 9% | Don't Know |  |
|  | 1% | Refused |  |

|  |  |  |
| --- | --- | --- |
|  | **38%** | **Total ISPs** |
|  | **37%** | **Total Large Tech** |
|  | **19%** | **Total Consumers** |

1. Obama-era FCC Chairman Tom Wheeler imposed network neutrality regulations on the broadband industry via laws that were originally created for monopoly phone companies. President Trump’s pick for FCC Chairman, Ajit Pai, has worked to repeal these regulations in order to spur innovation and investment. Do you favor President Obama’s approach or that of the Trump administration?

**[IF CHOICE, PROBE:** And do you feel that way strongly, or not?**]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 31% | Strongly Trump |  |
|  | 8% | Not Strongly Trump |  |
|  | 8% | Not Strongly Obama |  |
|  | 41% | Strongly Obama |  |
|  | 3% | Neither/Both | **[VOLUNTEERED]** |
|  | 8% | Don't Know |  |
|  | 1% | Refused |  |
|  | **40%** | **TOTAL TRUMP** |  |
|  | **49%** | **TOTAL OBAMA** |  |

**[ROTATE Q26-27]**

1. Do you agree or disagree with the following statement: The government should not mandate what internet service providers can or cannot charge big tech companies like Google and Facebook to deliver traffic using their networks.

**[IF AGREE/DISAGREE, PROBE:** Would that be strongly **(agree/disagree)** or just somewhat **(agree/disagree)**?**]**

|  |  |  |
| --- | --- | --- |
|  | 28% | Strongly Agree |
|  | 22% | Somewhat Agree |
|  | 21% | Somewhat Disagree |
|  | 16% | Strongly Disagree |
|  | 11% | Don't Know |
|  | 2% | Refused |
|  | **50%** | **TOTAL AGREE** |
|  | **37%** | **TOTAL DISAGREE** |

1. Do you agree or disagree with the following statement: Government mandated price controls on products and services normally increase costs to consumers and discourage investment by companies.

**[IF AGREE/DISAGREE, PROBE:** Would that be strongly **(agree/disagree)** or just somewhat **(agree/disagree)**?**]**

|  |  |  |
| --- | --- | --- |
|  | 34% | Strongly Agree |
|  | 24% | Somewhat Agree |
|  | 18% | Somewhat Disagree |
|  | 15% | Strongly Disagree |
|  | 8% | Don't Know |
|  | 1% | Refused |
|  | **59%** | **TOTAL AGREE** |
|  | **33%** | **TOTAL DISAGREE** |

**[ROTATE ASKING SUPPORTING AND OPPOSING MESSAGES FIRST]**

I would now like to read you several arguments some have made in SUPPORT of this resolution and have you tell me whether each is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to SUPPORT this Senate resolution. **[RANDOMIZE SERIES]**

1. This resolution ensures net neutrality, which will allow the internet to remain free and open for creativity and innovation that leads to strong economic growth.

|  |  |  |
| --- | --- | --- |
|  | 36% | Very Convincing |
|  | 35% | Somewhat Convincing |
|  | 13% | Not too convincing |
|  | 12% | Not at all convincing |
|  | 3% | Don't know |
|  | **71%** | **TOTAL VERY/SOMEWHAT** |
|  | **25%** | **TOTAL NOT TOO/AT ALL** |

1. Without this resolution, innovation on the internet is at a severe risk. Internet service providers are able to do whatever they want without the proper rules in place, like choose what traffic to throttle (or slow down) for streaming.

|  |  |  |
| --- | --- | --- |
|  | 27% | Very Convincing |
|  | 34% | Somewhat Convincing |
|  | 17% | Not too convincing |
|  | 15% | Not at all convincing |
|  | 5% | Don't know |
|  | **61%** | **TOTAL VERY/SOMEWHAT** |
|  | **32%** | **TOTAL NOT TOO/AT ALL** |

1. Without regulations in place, internet service providers can charge companies to reach consumers online. This will have a huge effect on start-ups and any company that doesn’t have excessive funding to reach their potential consumers.

|  |  |  |
| --- | --- | --- |
|  | 21% | Very Convincing |
|  | 37% | Somewhat Convincing |
|  | 20% | Not too convincing |
|  | 15% | Not at all convincing |
|  | 5% | Don't know |
|  | **59%** | **TOTAL VERY/SOMEWHAT** |
|  | **36%** | **TOTAL NOT TOO/AT ALL** |

I would now like to read you several arguments some have made in OPPOSITION to this resolution and have you tell me whether each is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to OPPOSE this Senate resolution. **[RANDOMIZE SERIES]**

1. 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.

|  |  |  |
| --- | --- | --- |
|  | 21% | Very Convincing |
|  | 33% | Somewhat Convincing |
|  | 19% | Not too convincing |
|  | 21% | Not at all convincing |
|  | 5% | Don't know |
|  | **54%** | **TOTAL VERY/SOMEWHAT** |
|  | **40%** | **TOTAL NOT TOO/AT ALL** |

1. There has been discussion of a bipartisan bill to address net neutrality concerns in a more measured way. That is a fairer and more responsible approach.

|  |  |  |
| --- | --- | --- |
|  | 17% | Very Convincing |
|  | 43% | Somewhat Convincing |
|  | 17% | Not too convincing |
|  | 16% | Not at all convincing |
|  | 5% | Don't know |
|  | **61%** | **TOTAL VERY/SOMEWHAT** |
|  | **33%** | **TOTAL NOT TOO/AT ALL** |

1. 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 dollars in lost investment in the first two years is expected if this outdated legislation is enacted.

|  |  |  |
| --- | --- | --- |
|  | 22% | Very Convincing |
|  | 32% | Somewhat Convincing |
|  | 21% | Not too convincing |
|  | 19% | Not at all convincing |
|  | 5% | Don't know |
|  | **54%** | **TOTAL VERY/SOMEWHAT** |
|  | **40%** | **TOTAL NOT TOO/AT ALL** |

1. This resolution would do nothing to regulate Google, Facebook, and streaming services. This is an advantage for these big tech companies.

|  |  |  |
| --- | --- | --- |
|  | 18% | Very Convincing |
|  | 31% | Somewhat Convincing |
|  | 24% | Not too convincing |
|  | 20% | Not at all convincing |
|  | 5% | Don't know |
|  | **50%** | **TOTAL VERY/SOMEWHAT** |
|  | **44%** | **TOTAL NOT TOO/AT ALL** |

1. Government regulations hinder innovation and create red tape when trying to improve communication infrastructure. With this resolution, internet service providers will have to jump through hurdles anytime they try to improve their network, hurting consumers across America.

|  |  |  |
| --- | --- | --- |
|  | 18% | Very Convincing |
|  | 33% | Somewhat Convincing |
|  | 20% | Not too convincing |
|  | 23% | Not at all convincing |
|  | 3% | Don't know |
|  | **52%** | **TOTAL VERY/SOMEWHAT** |
|  | **44%** | **TOTAL NOT TOO/AT ALL** |

1. 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.

|  |  |  |
| --- | --- | --- |
|  | 26% | Very Convincing |
|  | 33% | Somewhat Convincing |
|  | 14% | Not too convincing |
|  | 22% | Not at all convincing |
|  | 3% | Don't know |
|  | **60%** | **TOTAL VERY/SOMEWHAT** |
|  | **36%** | **TOTAL NOT TOO/AT ALL** |

1. Now knowing what you do, do you favor or oppose a resolution currently being considered by Congress to impose these additional regulations on internet service providers permanently while not addressing regulation for large tech companies like Google and Facebook? **IF FAVOR/OPPOSE, PROBE:** Would that be strongly **(favor/oppose)** or just somewhat **(favor/oppose)**?**]**

|  |  |  |
| --- | --- | --- |
|  | 12% | Strongly Favor |
|  | 21% | Somewhat Favor |
|  | 27% | Somewhat Oppose |
|  | 27% | Strongly Oppose |
|  | 11% | Don't Know |
|  | 2% | Refused |
|  | **33%** | **TOTAL FAVOR** |
|  | **55%** | **TOTAL OPPOSE** |

1. Now knowing what you do, who do you think should either cover all of the cost or part of the cost for infrastructure investment? **[ROTATE]**

Large tech companies like Google, Facebook, Netflix and Amazon

Internet Service Providers like Comcast, Spectrum and Verizon

Subscribers & Consumers of video streaming services and social media sites

**[IF CHOICE, PROBE:** And is that all of the cost or just some?**] [IF ‘SOME’, ALLOW MULTIPLE RESPONSES]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 22% | Large Tech - All |  |
|  | 21% | Large Tech - Some |  |
|  | 14% | ISPs - All |  |
|  | 19% | ISPs - Some |  |
|  | 5% | Consumers - All |  |
|  | 9% | Consumers - Some |  |
|  | 13% | All of the above | **[VOLUNTEERED]** |
|  | 6% | Don't Know |  |
|  | 2% | Refused |  |

|  |  |  |
| --- | --- | --- |
|  | **44%** | **Total Large Tech** |
|  | **34%** | **Total ISPs** |
|  | **14%** | **Total Consumers** |

1. How often do you access Google or Facebook either on your computer, laptop, tablet or smart phone? **[READ 1 THRU 7]**

|  |  |  |
| --- | --- | --- |
|  | 61% | Several times a day |
|  | 15% | About once a day |
|  | 9% | A few times a week |
|  | 4% | About once a week |
|  | 2% | A few times a month or less |
|  | 3% | Once a month or less |
|  | 6% | Never |
|  | \* | Don't Know |
|  | \* | Refused |

1. Outside of accessing the internet at work, about how many hours per day do you spend accessing the internet in your leisure time? **[READ 1 THRU 4 IF NECESSARY]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 29% | Less than 1 hour |  |
|  | 40% | 1-2 hours |  |
|  | 16% | 3-4 hours |  |
|  | 11% | More than 4 hours |  |
|  | 4% | Do not access the Internet in free time | **[VOLUNTEERED]** |
|  | \* | Don't Know |  |
|  | 1% | Refused |  |

1. Which best describes how you get your television service? **[READ 1-6]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 36% | Through your cable company |  |
|  | 28% | Through a satellite provider like DirecTV or Dish Network |
|  | 8% | Over the airwaves via antenna |  |
|  | 7% | Through your phone company |  |
|  | 7% | Streaming online from a service such as Sling or Vue |
|  | 9% | Don't watch live television |  |
|  | 3% | More than one | **[VOLUNTEERED]** |
|  | 1% | None | **[VOLUNTEERED]** |
|  | 1% | Other | **[VOLUNTEERED][SPECIFY]** |
|  | 1% | Don't know |  |
|  | 1% | Refused |  |

1. Either in place of or in addition to traditional cable, do you subscribe to any of the following streaming services? **[READ 1 THRU 5] [ALLOW MULTIPLE RESPONSES]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 50% | Netflix |  |
|  | 34% | Amazon Prime Video |  |
|  | 17% | Hulu |  |
|  | 9% | YouTube TV |  |
|  | 4% | Sling TV |  |
|  | 38% | None | **[VOLUNTEERED]** |
|  | 1% | Don't Know |  |
|  | 1% | Refused |  |

1. Regardless of how you feel today, in the 2016 election for President, did you vote for **[ROTATE R/D]** Donald Trump, Republican; Hillary Clinton, Democrat; someone else, or did you not vote in that election?

|  |  |  |  |
| --- | --- | --- | --- |
|  | 41% | Trump |  |
|  | 40% | Clinton |  |
|  | 8% | Other | **[SPECIFY]** |
|  | 3% | Did Not Vote |  |
|  | 2% | Don't Know |  |
|  | 6% | Refused |  |
|  | **46%** | **Committed Trump** |  |
|  | **45%** | **Committed Clinton** |  |

And now I have just a few questions for statistical purposes only.

1. Generally speaking, do you think of yourself as **[ROTATE R/D]** a Republican, a Democrat, an Independent or something else?

**[IF REPUBLICAN OR DEMOCRAT, ASK:** Would you call yourself a STRONG **(Republican/Democrat)** or a NOT-SO-STRONG **(Republican/Democrat)**?**]**

**[IF INDEPENDENT/SOMETHING ELSE:** Do you think of yourself as closer to the **[ROTATE]** Republican Party OR Democratic Party?**]**

|  |  |  |
| --- | --- | --- |
|  | 22% | Strong Republican |
|  | 6% | Not-So-Strong Republican |
|  | 8% | Lean to Republicans |
|  | 25% | Independent/Something Else |
|  | 6% | Lean to Democrats |
|  | 7% | Not-So-Strong Democratic |
|  | 23% | Strong Democratic |
|  | 1% | Don't Know |
|  | 2% | Refused |

|  |  |  |
| --- | --- | --- |
|  | **28%** | **TOTAL REPUBLICAN** |
|  | **39%** | **TOTAL INDEPENDENT** |
|  | **29%** | **TOTAL DEMOCRAT** |

1. **[ASK IF REPUBLICAN, Q44:1-2]** Thinking about the Republican Party today, if you had to choose, would you more closely identify yourself as **[RANDOMIZE]** *part of the traditional Republican Party*, *part of the Trump movement* OR *part of the Tea Party movement*?

**[IF TRADITIONAL REPUBLICAN/TRUMP/TEA PARTY, PROBE:** And do you feel that way strongly, or not?**]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 29% | Strongly Traditional Republican |  |
|  | 11% | Not Strongly Traditional Republican |  |
|  | 42% | Strongly Trump Movement |  |
|  | 2% | Not Strongly Trump Movement |  |
|  | 5% | Strongly Tea Party Movement |  |
|  | 6% | Not Strongly Tea Party Movement |  |
|  | 1% | All of the above | **[VOLUNTEERED]** |
|  | \* | None | **[VOLUNTEERED]** |
|  | 2% | Don't Know |  |

|  |  |  |
| --- | --- | --- |
|  | **44%** | **TOTAL TRUMP MOVEMENT** |
|  | **40%** | **TOTAL TRADITIONAL REPUBLICAN** |
|  | **12%** | **TOTAL TEA PARTY** |

1. On political issues, do you consider yourself to be **[ROTATE TOP TO BOTTOM/** **BOTTOM TO TOP]** Conservative, Moderate, or Liberal?

**[IF CONSERVATIVE OR LIBERAL, PROBE:** Would that be very **(conservative/ liberal)** or just somewhat **(conservative/liberal)**?**]**

|  |  |  |
| --- | --- | --- |
|  | 11% | Very Liberal |
|  | 12% | Somewhat Liberal |
|  | 34% | Moderate/Neither |
|  | 18% | Somewhat Conservative |
|  | 22% | Very Conservative |
|  | 1% | Don't Know |
|  | 2% | Refused |
|  | **22%** | **TOTAL LIBERAL** |
|  | **34%** | **TOTAL MODERATE** |
|  | **40%** | **TOTAL CONSERVATIVE** |

1. What is the last grade of school you completed? **[READ 1 THRU 8 IF NECESSARY]**

|  |  |  |
| --- | --- | --- |
|  | \* | Grade School Or Less |
|  | 2% | Some High School |
|  | 15% | High School Graduate |
|  | 3% | Vocational / Technical Training |
|  | 10% | Some College (Less Than 2 Years) |
|  | 17% | Some College (2 Years Or More) |
|  | 33% | College Graduate |
|  | 19% | Post Graduate Work |
|  | 2% | Don't Know/Refused |

1. Which of the following income groups includes your total household income in 2017 before taxes?

Record Income \_\_\_\_\_\_\_\_\_

**[READ 1 THRU 9 IF NECESSARY]**

|  |  |  |
| --- | --- | --- |
|  | 5% | Under $20,000 |
|  | 7% | $20,000 - $29,999 |
|  | 7% | $30,000 - $39,999 |
|  | 8% | $40,000 - $49,999 |
|  | 15% | $50,000 - $74,999 |
|  | 15% | $75,000 - $99,999 |
|  | 12% | $100,000 - $124,999 |
|  | 8% | $125,000 - $149,999 |
|  | 11% | $150,000 and Over |
|  | 14% | Don't Know/Refused |

1. Do you consider yourself to be White, African American or Black, Hispanic or Latino, Asian, or something else? **[ACCEPT MULTIPLE RESPONSES]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 73% | White |  |
|  | 10% | African American or Black |  |
|  | 6% | Hispanic or Latino |  |
|  | 1% | Asian |  |
|  | 2% | Other / Something Else | **[SPECIFY]** |
|  | 1% | Don't Know |  |
|  | 7% | Refused |  |

1. **[ASK IF NOT HISPANIC IN Q50]** Are you of Hispanic or Latino descent – for instance, Mexican American, South American, Latin American, Cuban, or Puerto Rican?

|  |  |  |
| --- | --- | --- |
|  | 2% | Yes |
|  | 93% | No |
|  | \* | Don't Know |
|  | 5% | Refused |

1. SEX OF RESPONDENT **[RECORD, DO NOT ASK]**

|  |  |  |
| --- | --- | --- |
|  | 46% | Male |
|  | 54% | Female |

1. REGION

|  |  |  |
| --- | --- | --- |
|  | 18% | North East |
|  | 24% | Mid-West/Plains |
|  | 37% | South |
|  | 22% | West |

1. EXPANDED REGION

|  |  |  |
| --- | --- | --- |
|  | 16% | East North Central |
|  | 6% | East South Central |
|  | 12% | Mid-Atlantic |
|  | 7% | Mountain |
|  | 6% | New England |
|  | 14% | Pacific |
|  | 21% | South Atlantic |
|  | 8% | West North Central |
|  | 10% | West South Central |

1. KEY STATES

|  |  |  |
| --- | --- | --- |
|  | 10% | California |
|  | 7% | Florida |
|  | 5% | New York |
|  | 6% | Texas |

1. 2016 PRESIDENTIAL VOTE ADVANTAGE

|  |  |  |
| --- | --- | --- |
|  | 9% | Clinton 0-10% |
|  | 11% | Clinton 11-20% |
|  | 20% | Clinton 21+% |
|  | 36% | Trump 0-10% |
|  | 12% | Trump 11-20% |
|  | 13% | Trump 21+% |

1. 2016 GENERAL ELECTION VOTE HISTORY

|  |  |  |
| --- | --- | --- |
|  | 96% | Yes |
|  | 4% | No |

1. 2014 GENERAL ELECTION VOTE HISTORY

|  |  |  |
| --- | --- | --- |
|  | 72% | Yes |
|  | 28% | No |

1. MATCH TO FILE

|  |  |  |
| --- | --- | --- |
|  | 92% | Match |
|  | 8% | Not Matched |

1. SAMPLE TYPE

|  |  |  |
| --- | --- | --- |
|  | 50% | Cell |
|  | 50% | Landline |