



To: Internet Freedom Business Alliance  
From: Vox Populi Polling  
Date: 11/10/2014  
Re: Results of Nationwide Net Neutrality Survey

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Vox Populi conducted a nationwide survey of 1270 active voters on Oct. 26 and 27. The margin of error for the survey was +/-2.8%. Of the completed surveys, 961 were conducted using automated telephone technology and 309 were conducted using mobile based survey technology.

#### **OVERALL TAKEAWAY**

Our research demonstrates that in numerous instances Republicans are either equally concerned or more concerned than Democrats about the effects of net neutrality. Additionally, the most conservative voters showed the greatest concern when confronted with some of the specific implications of moving away from net neutrality. Both conservatives and liberals alike showed a desire to see Congress act to preserve Internet neutrality. The data also confirmed that net neutrality receives strong support throughout the United States. Regardless of the language used to frame the issue, American voters are consistently more likely to support net neutrality than to oppose it.

#### **KEY FINDINGS**

1. After hearing a brief definition, **a plurality of voters nationwide (44 percent) supported net neutrality** while 29 percent opposed it. **Almost a third of respondents (28 percent) said that they are “unsure”** about whether they support or oppose net neutrality.
2. **The most conservative voters are very concerned about the possibility of Internet service providers having the power to “influence content,”** one of the principle effects of ending net neutrality. Of voters who identified as “very conservative,” 83 percent were either somewhat or very concerned about this possibility, with 68 percent indicating that they were very concerned. Only 17 percent reported being unconcerned.
3. **A small minority of Americans like the idea of ISPs having the ability to give different access speeds to different companies** depending on their ability to pay a toll. This concept was very unpopular, regardless of political party or ideology. Those who are very liberal and those who are very conservative disagreed with the statement that ISPs should be allowed to provide faster speeds to companies that can pay a toll by a 46-point margin.
4. **83 percent of conservatives agreed that Congress should take action** to ensure that cable companies do not monopolize the Internet or reduce the inherent equality of the Internet through the introduction of toll lanes. Agreement on this issue was strong across the whole ideological spectrum.

5. Similarly, **72 percent of those who identified as very conservative said they were very concerned about ISPs influencing the government in their favor.** Among those who are very liberal, half were very concerned about undue government interference from ISPs.
6. There is broad agreement that Tom Wheeler has a conflict of interest in his role as FCC chairman. Once again, however, **it was conservatives who were most likely to say that Wheeler has a conflict of interest.** Among conservatives, 72 percent said Wheeler has a conflict of interest, while 61 percent of liberals agreed.
7. **Conservatives and liberals are both extremely concerned about net neutrality widening the “digital divide,” which is the discrepancy in high-speed internet access between high-income communities and rural low-income communities.** 81 percent of those surveyed indicated that they were either somewhat or very concerned about the divide getting worse if ISPs are allowed to determine the content and speeds that their customers experience, including 80 percent of liberals and 78 percent of conservatives.

## CONCLUSION

Our research suggests that support for net neutrality is broad and consistent across demographics. When confronted with some of **the implications of ending net neutrality** such as ISPs having the power to charge tolls, give different access speeds to a variety of providers and limit freedom to access content, **conservatives were as concerned or more concerned than liberals.** Conservatives also shared the concern of liberals that giving ISPs these powers could worsen the digital divide. This suggests that **conservatives do indeed support the underlying principles of net neutrality.**

Responses from conservatives unsurprisingly showed a general distrust of government and regulation. But **they showed an equal or greater distrust in large Internet service providers trying to influence the government, monopolize the market or influence content – some of the main concerns shared by strong proponents of net neutrality.** And importantly, conservatives demonstrated a willingness to see Congress act on these issues.