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INTELLIGENT DATA, INTELLIGENT DECISIONS



Broadband Survey Results

September 2nd, 2020



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Key Points

- 1 Strong majorities of American Voters support proposals to expand access to broadband internet through congressional action
- 2 Over 60% of American Voters think broadband access proposals should be an “Immediate” concern for Congress
- 3 When given messaging about paying more to expand broadband access, a more modest majority (averaging 55%) across all 4 messages support the proposal
- 4 95% of American Voters say that broadband access for students and teachers is a problem
- 5 Similarly, 91% say broadband access in rural areas is a problem, with 63% saying it is a “major problem”

Methodology:

This poll was conducted between September 1-September 2, 2020 among a national sample of 1938 Registered Voters in the US. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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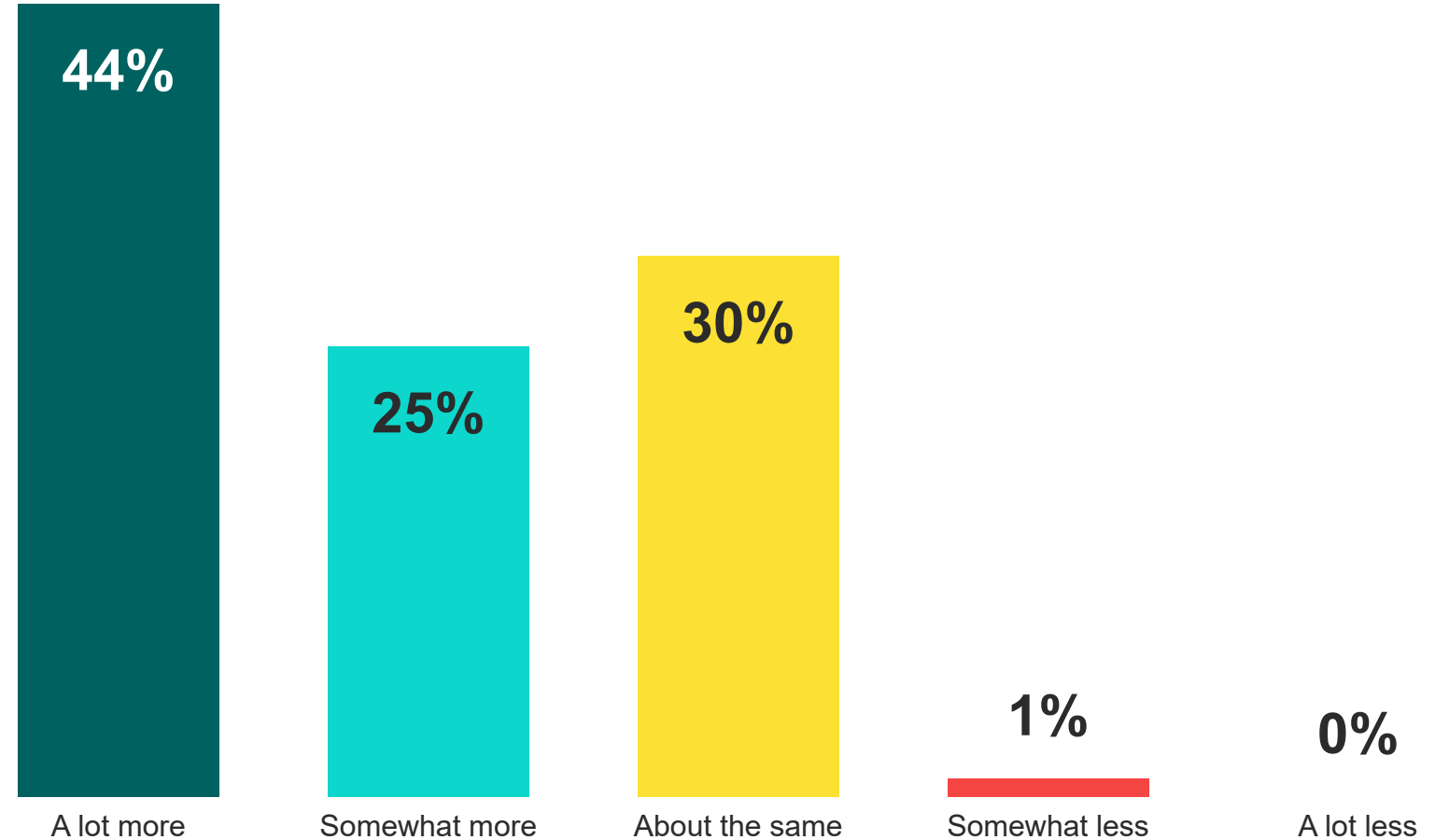
Support for Proposals

Support and Opposition for Proposals
Expanding Access

Landscape

Unsurprisingly, more than 2 in 3 American Voters say they are using their home internet more frequently since the start of the COVID-19 pandemic.

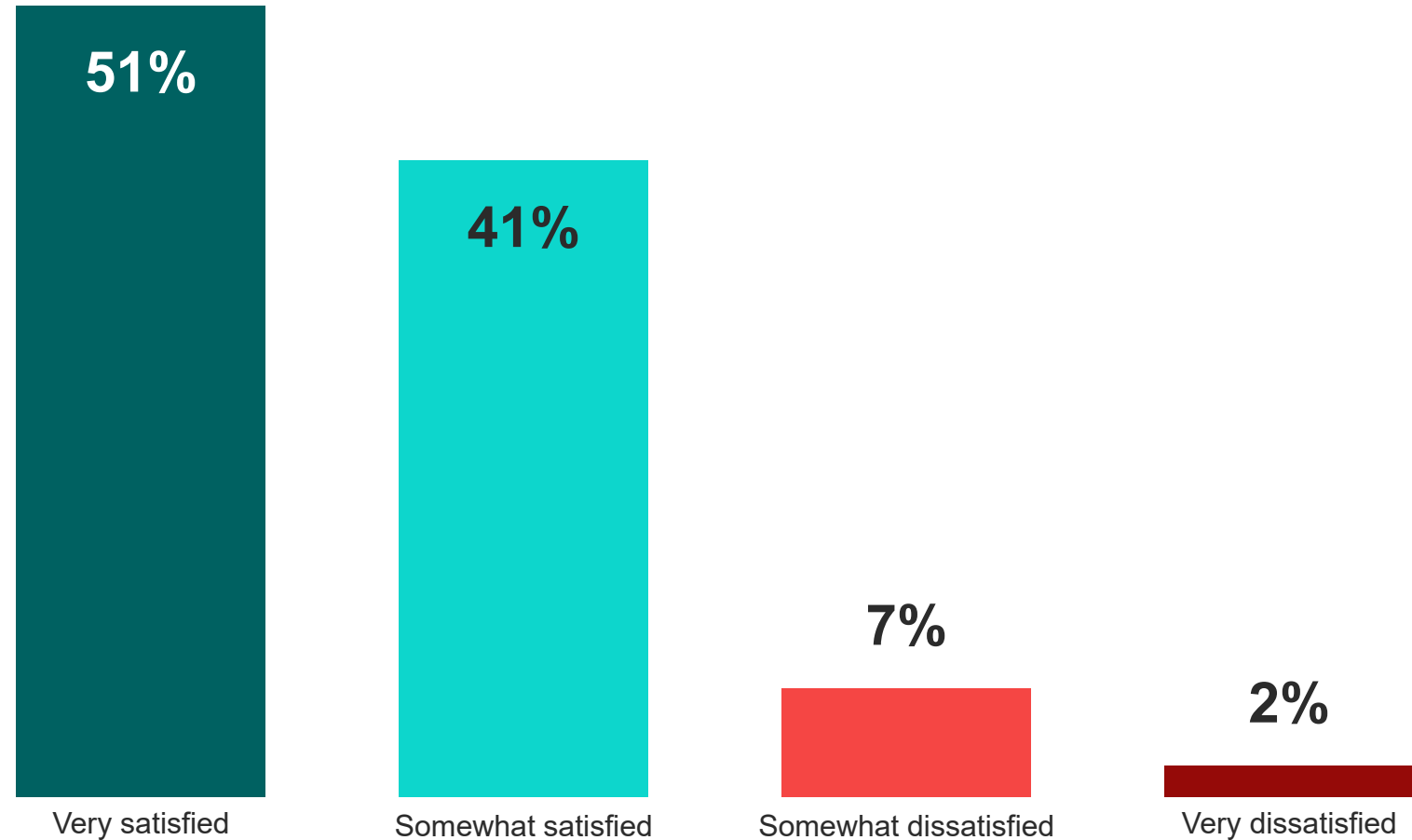
Would you say that since the start of the coronavirus crisis, you are using your home internet:



Landscape

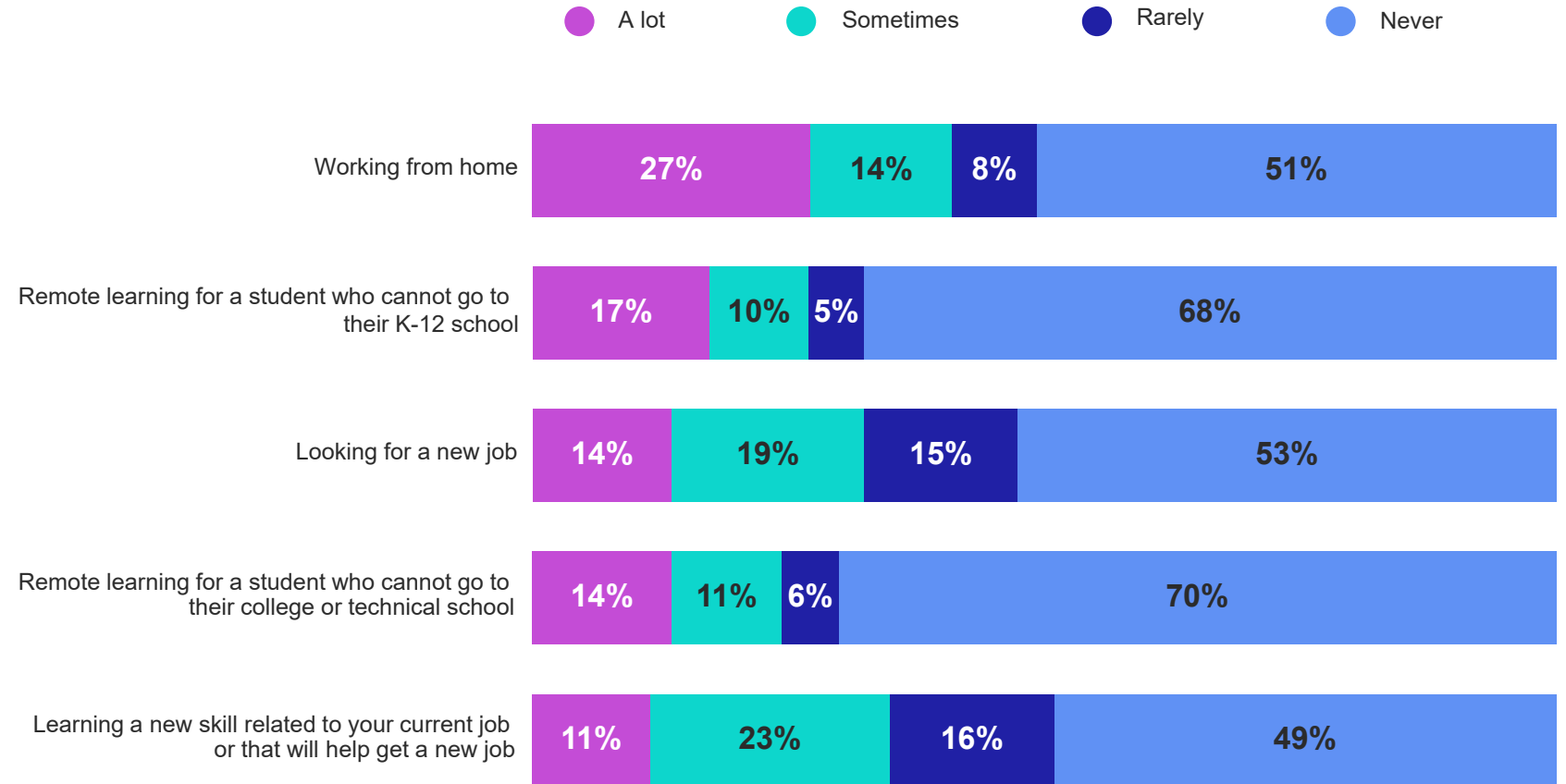
Home internet satisfaction is nearly unanimous at the moment with 92% of American Voters satisfied, and a majority (51%) very satisfied.

Overall, since the start of the coronavirus crisis, how would you rate your satisfaction with your home internet?



Half of American Voters say they are working from home at least rarely, with about 1 in 4 saying they work from home a lot

Here are some activities you or someone in your household might use the internet for. For each, please rate over the last four months how often each activity is done online in your household?



Landscape

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Landscape

Internet Use in COVID-19



Access to Service

Awareness of Issues Surrounding Access

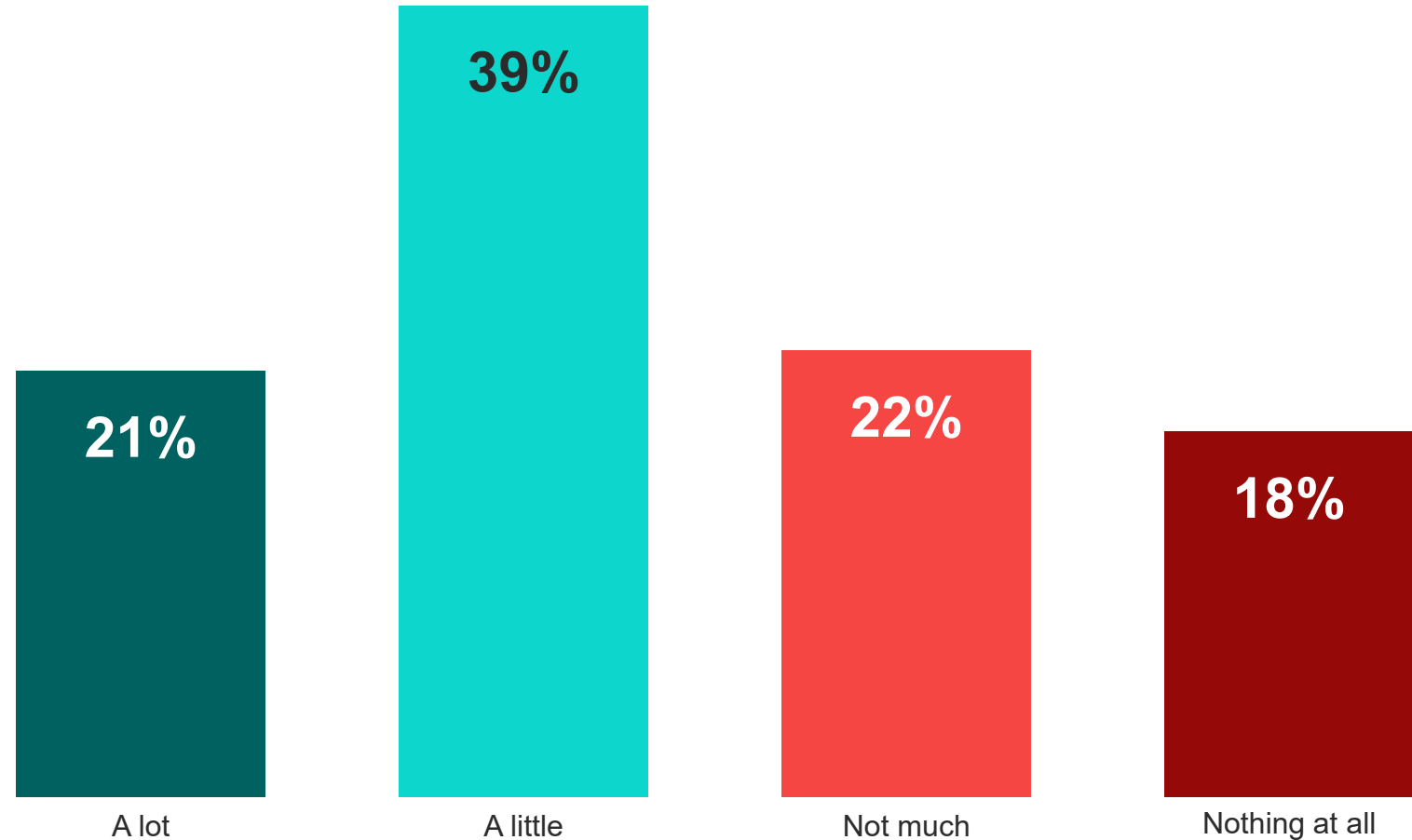


Support for Proposals

Support and Opposition for Proposals
Expanding Access

A strong majority of American Voters have heard about poor quality internet service during COVID-19, but less than 1 in 4 say they have heard “a lot”

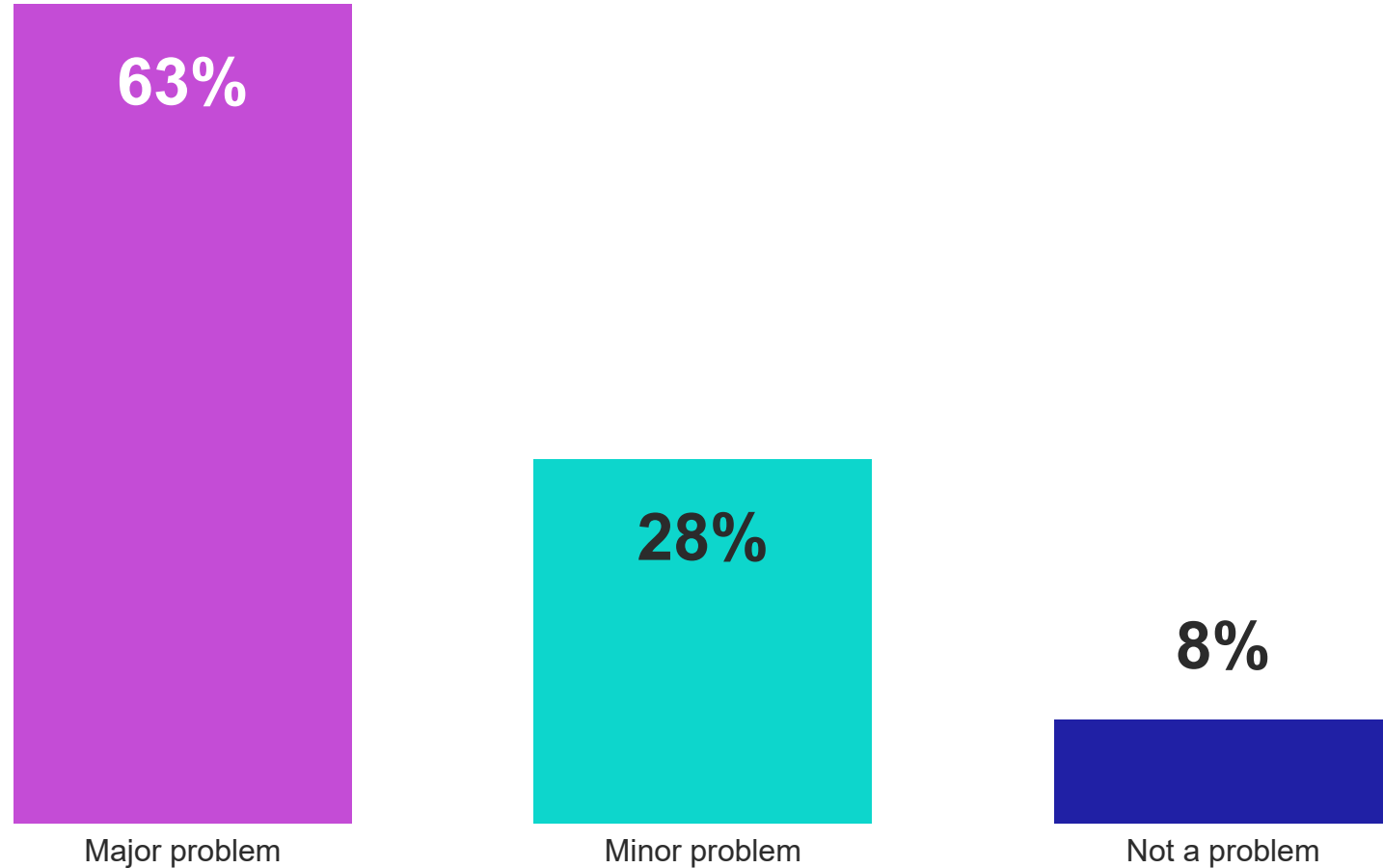
Since the start of the coronavirus outbreak, how much have you read, seen, or heard about people who have poor quality internet service or do not have any internet service that has caused problems for their day-to-day lives?



Access to Service

A strong majority (63%) say that rural broadband access is a major problem, and 91% of American Voters say it is at least a minor problem

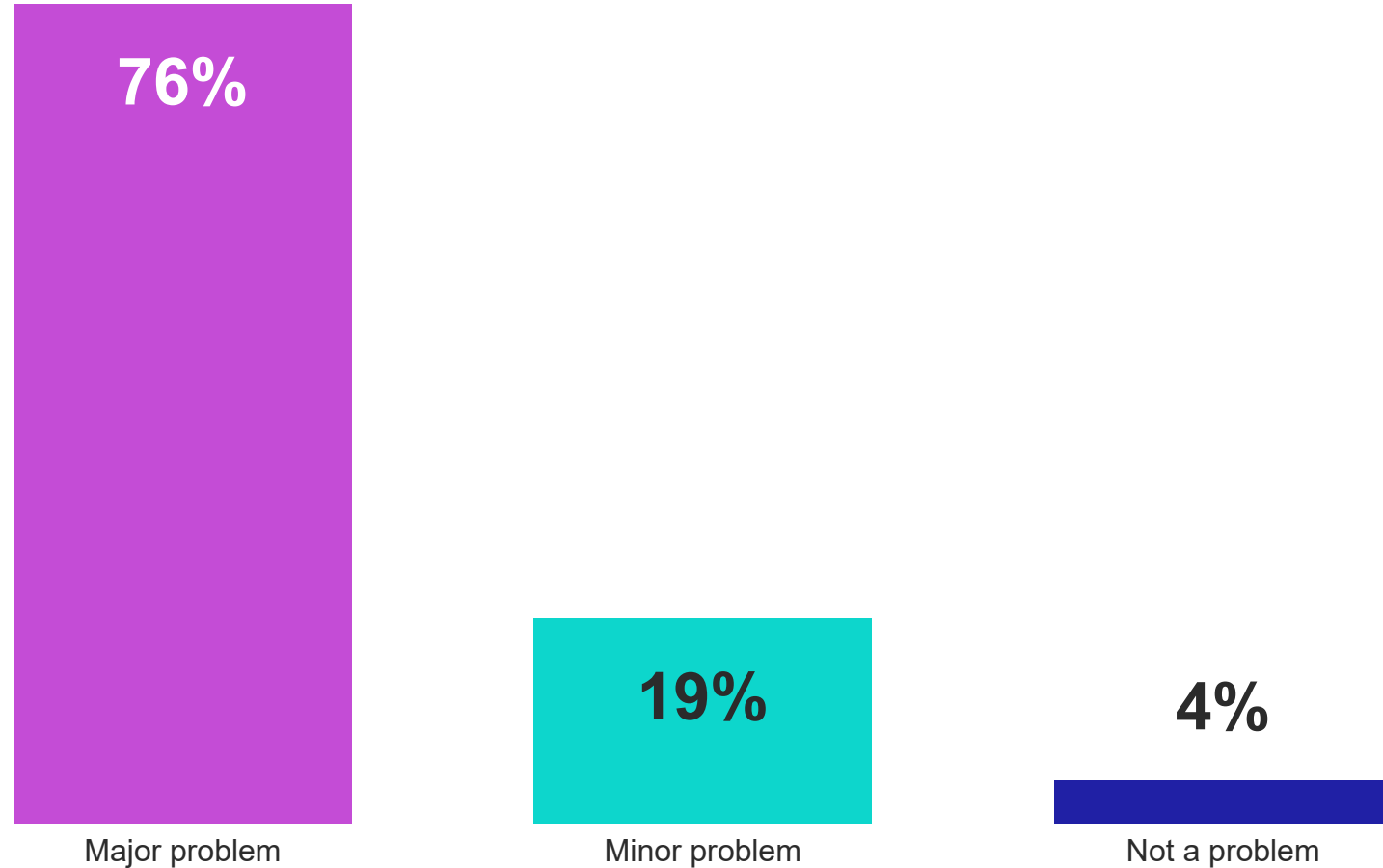
According to the FCC's latest data, at least 18 million Americans live in areas without access to high-speed broadband internet infrastructure – nearly a quarter of Rural America and more than half of some counties. Do you think this is a major problem, a minor problem, or not a problem?



Access to Service

95% of American Voters think high-speed internet access for students and teachers is a problem, with 3 in 4 (76%) saying it is a major problem.

Since the start of the coronavirus crisis, more than 55 million students and teachers have had to move their classrooms online and start remote learning, but according to the latest data, 12 million students in the United States either don't have access or their family can't afford high-speed internet. Do you think this is a major problem, a minor problem, or not a problem?

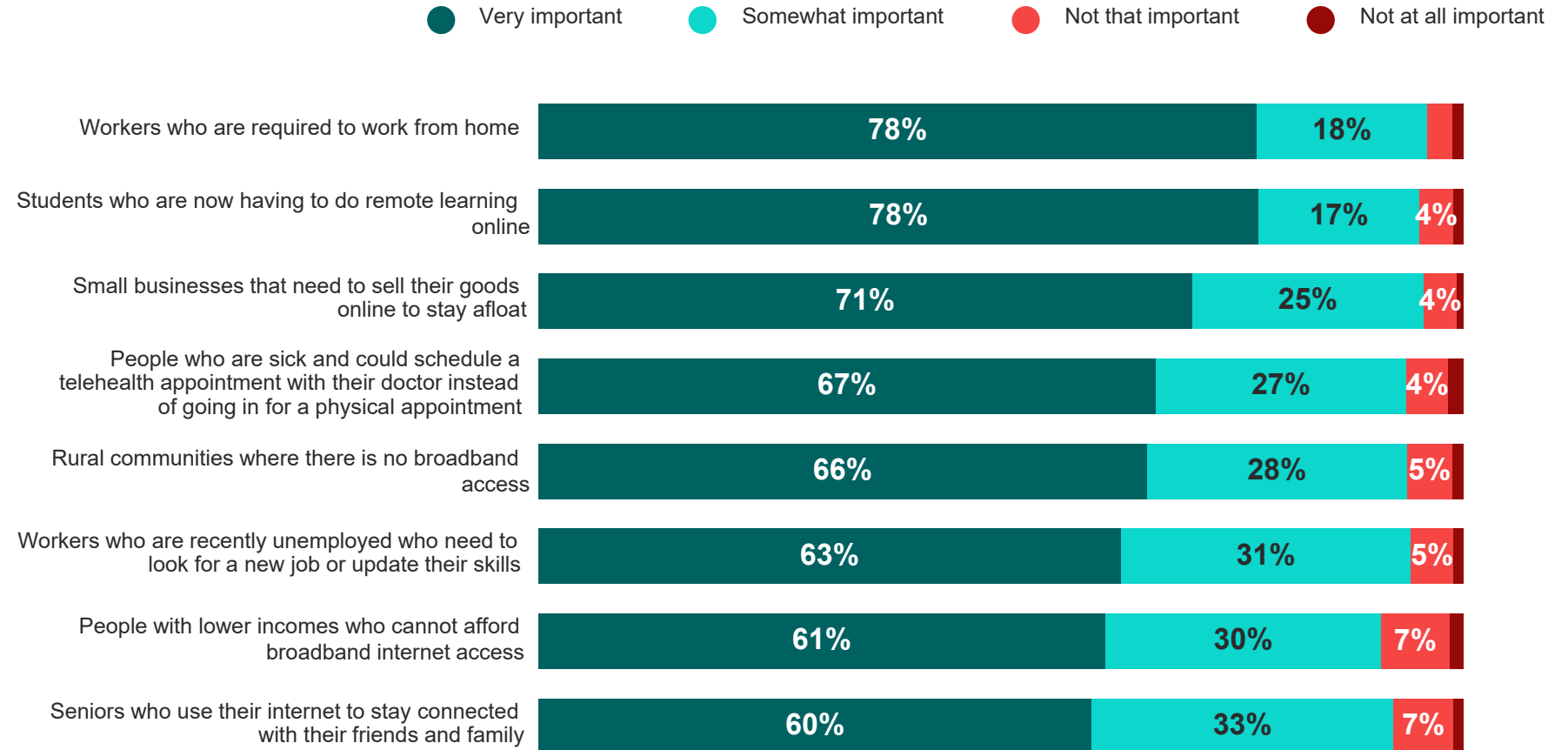


Access to Service

Access to Service

Nearly unanimous majorities say each tested use case for access is important; however, issues involving required access, such as workers and students garner more intense support with 3 in 4 (78%) saying it is very important to have access to high-speed broadband

Here are some groups of people who might not currently have access to high-speed broadband internet but might need better access because of the coronavirus outbreak. For each group, please rate how important you think it is for them to get access to high-speed broadband.



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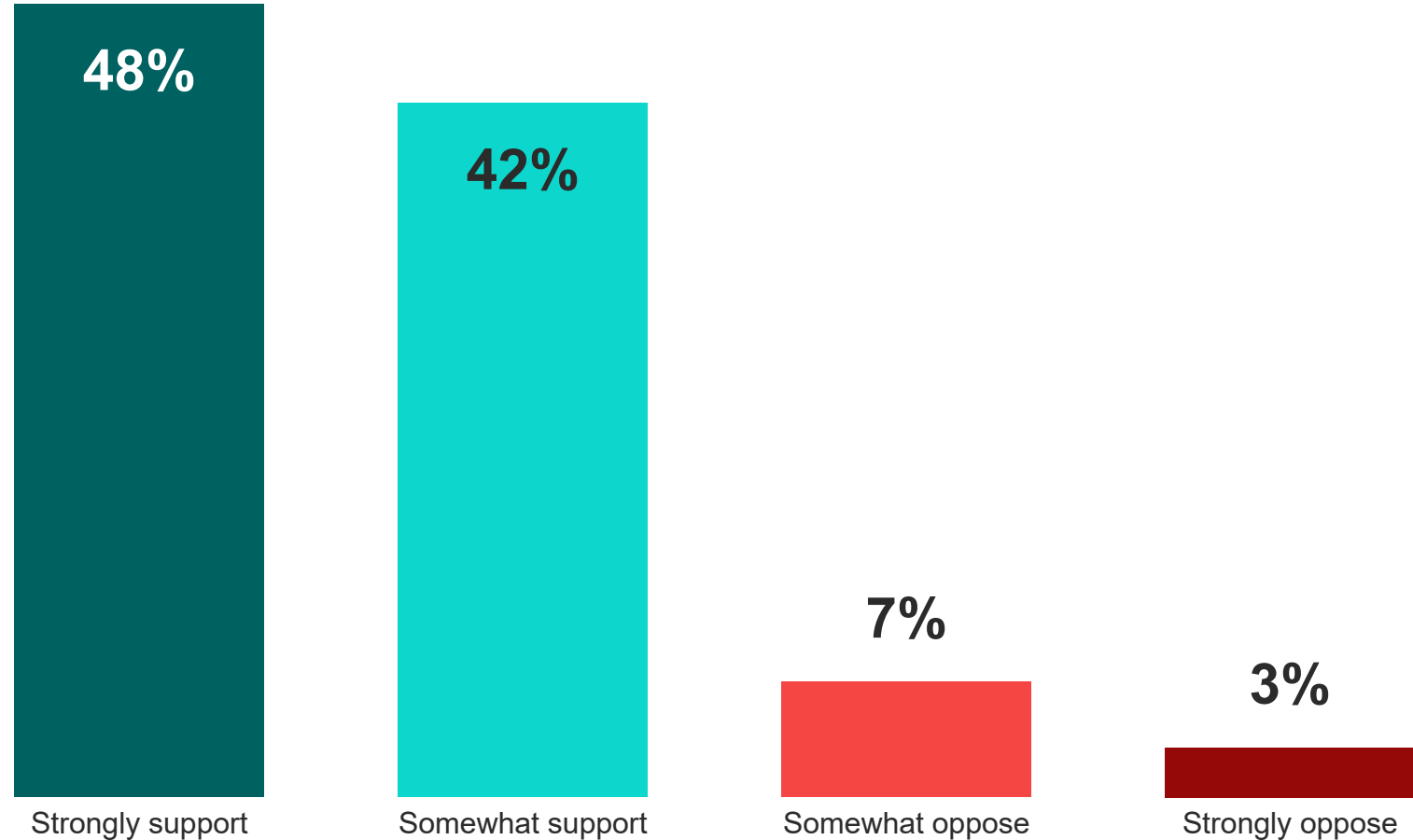


Support for Proposals

Support and Opposition for Proposals
Expanding Access

90% of American Voters support Congressional funds expanding broadband access, with a plurality (48%) strongly supporting the initiative

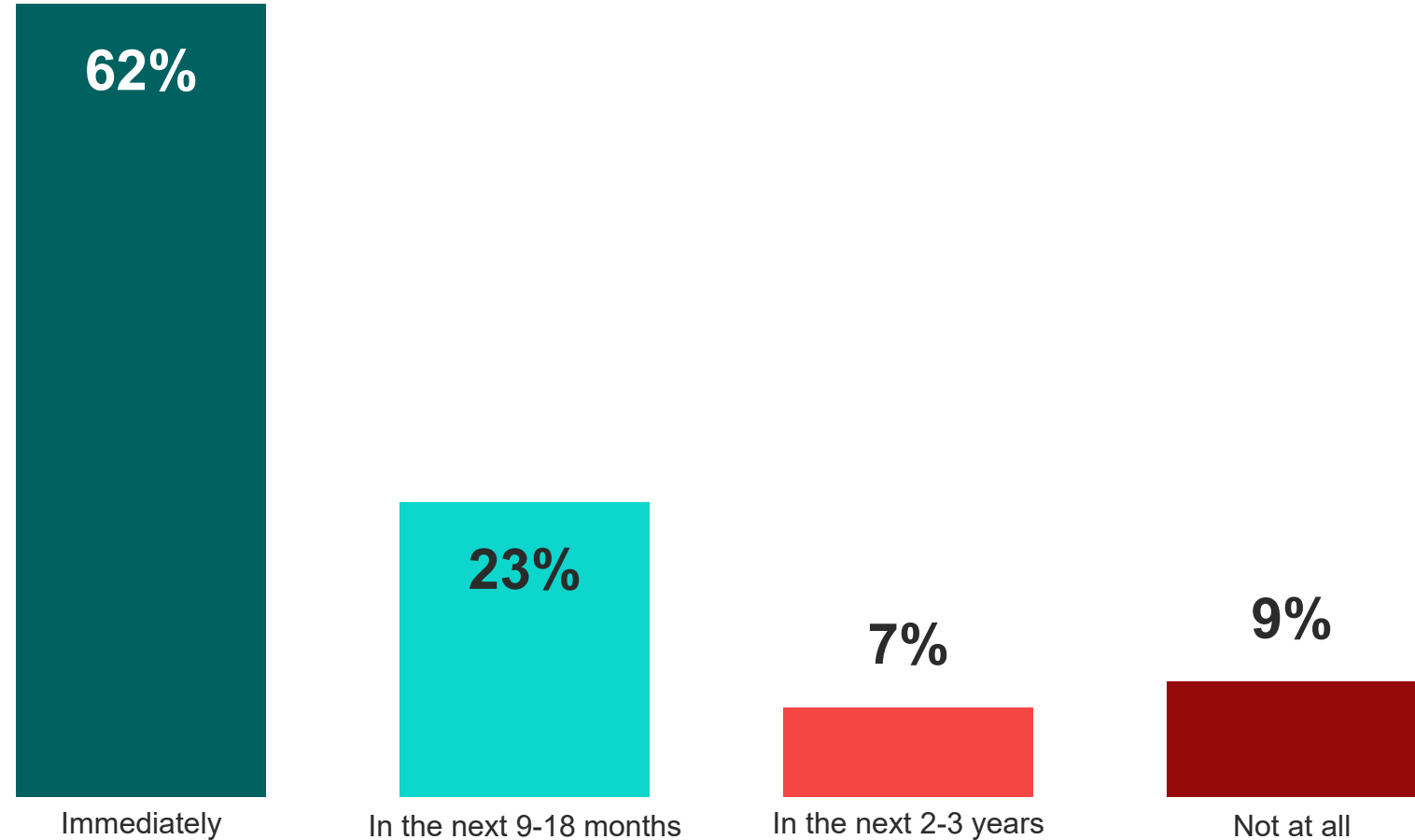
Would you strongly support, somewhat support, somewhat oppose, or strongly oppose Congress using federal funds to expand broadband internet network infrastructure to reach those living in areas not currently serviced by a broadband internet provider?



Support for Proposals

American Voters see this as an urgent need, with 62% saying Congress should act immediately on this proposal

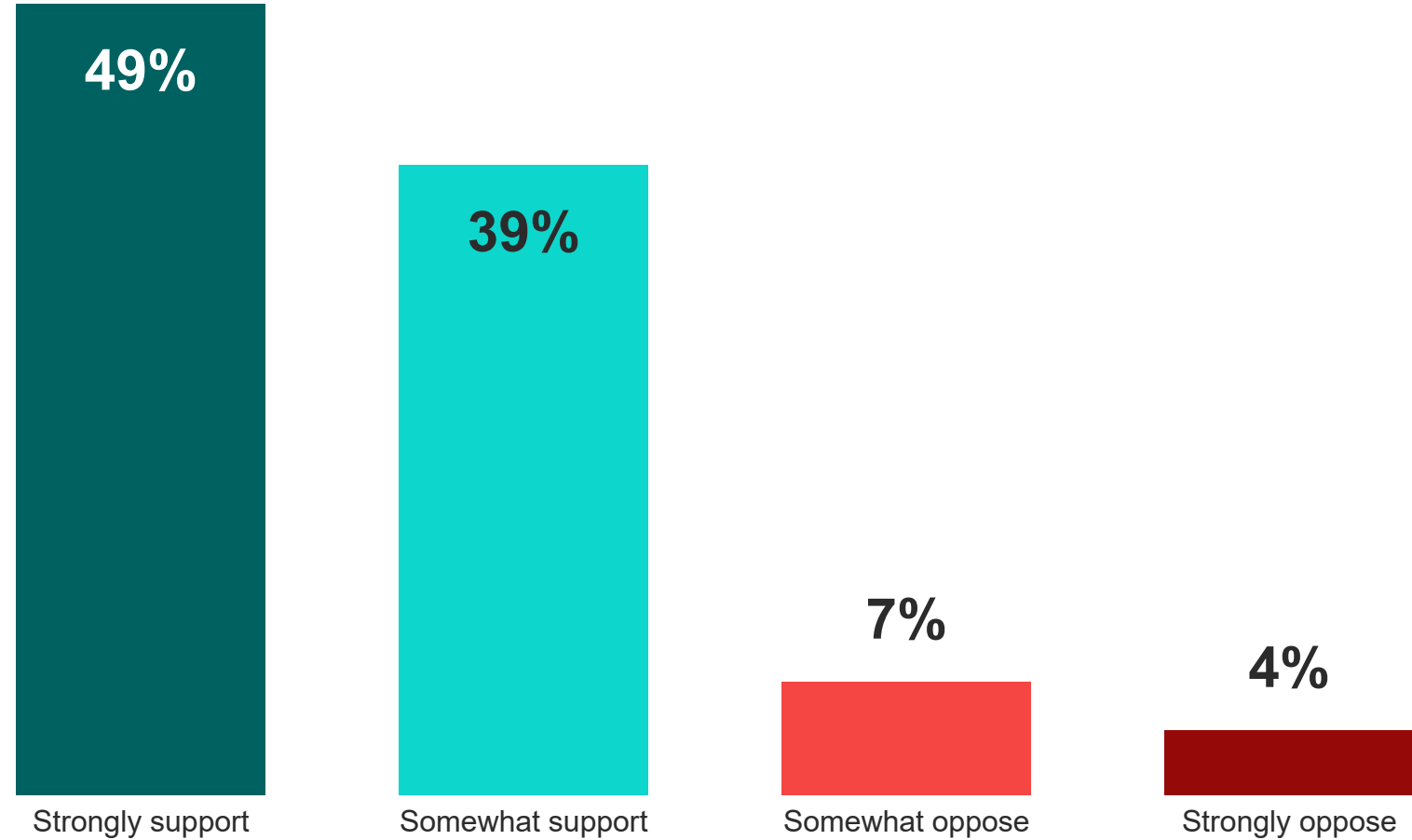
And is this something Congress should do:



Support for Proposals

Support for Congress subsidizing broadband internet access in low-income families is also high with nearly half of American Voters “strongly” supporting

Would you strongly support, somewhat support, somewhat oppose, or strongly oppose Congress creating new programs and increasing federal funding for existing programs that either partially subsidize or provide free broadband internet access to those who cannot currently afford it, including students in low-income families?

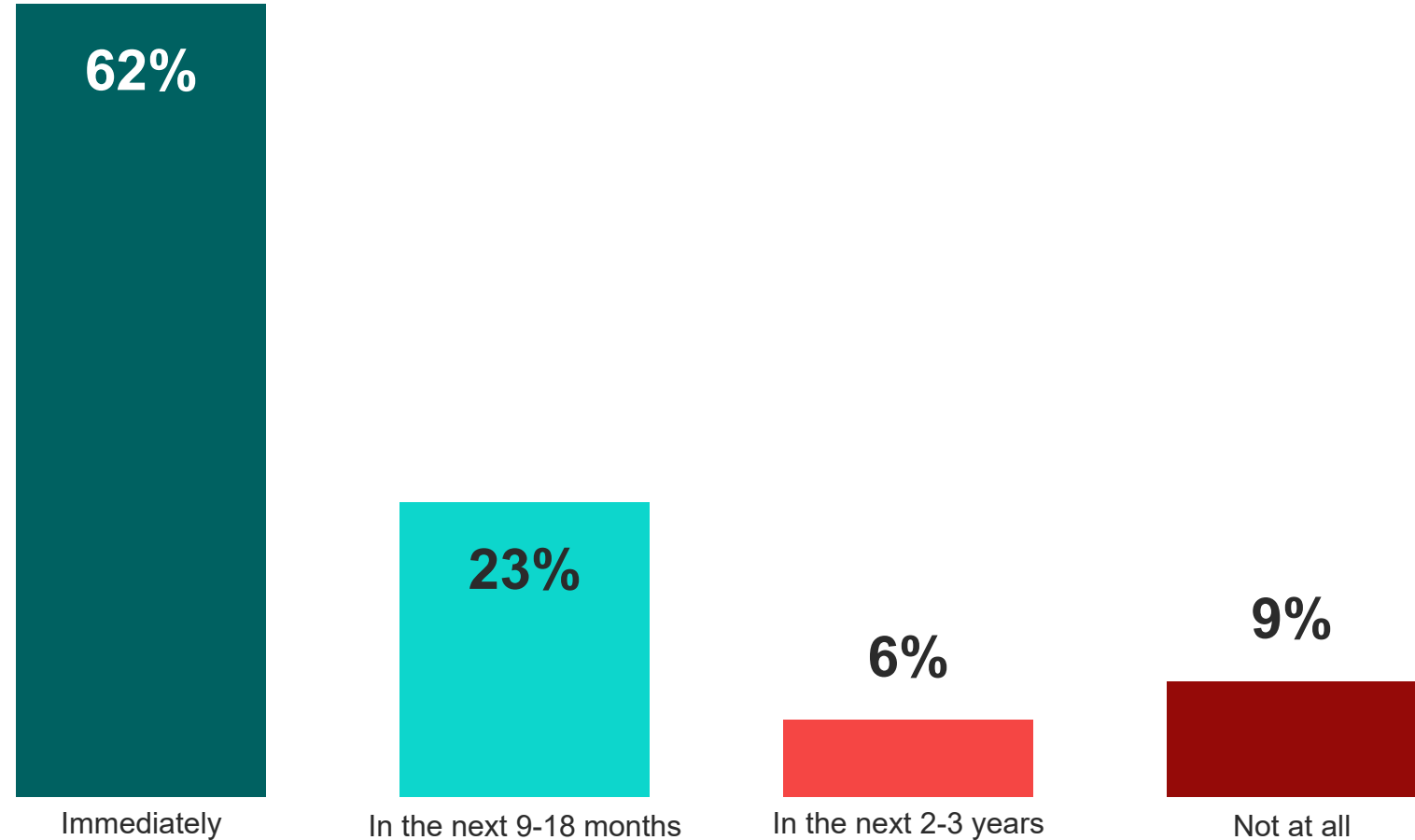


Support for Proposals

Similar to the proposal for reaching American Voters who currently lack broadband, 85% say that a proposal to subsidize broadband to those who cannot afford it is something Congress should “immediately” do

And is this something Congress should do:

Support for Proposals



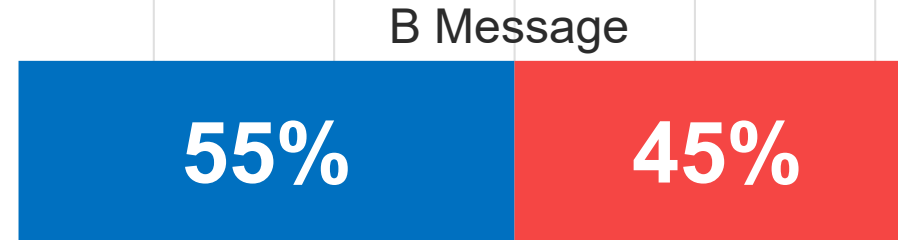
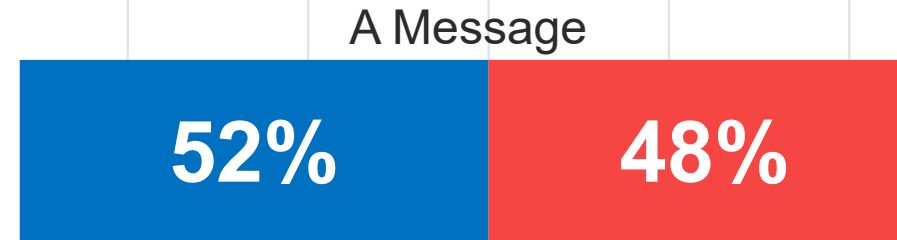
Support for Proposals: Affordability Message

The message saying “help” rather than “subsidize” performs slightly better but overall there are very little differences between Message A and B with both showing a modest majority in favor of the proposals

Which statement most accurately reflects your opinion:

I would be willing to pay a little more to subsidize internet access for those who cannot otherwise afford it.

I would be willing to pay a little more for internet access to help those who cannot otherwise afford it.



I would not be willing to pay a little more to subsidize internet access for those who cannot otherwise afford it.

I would not be willing to pay a little more for internet access to help those who cannot otherwise afford it.

■ Support ■ Oppose

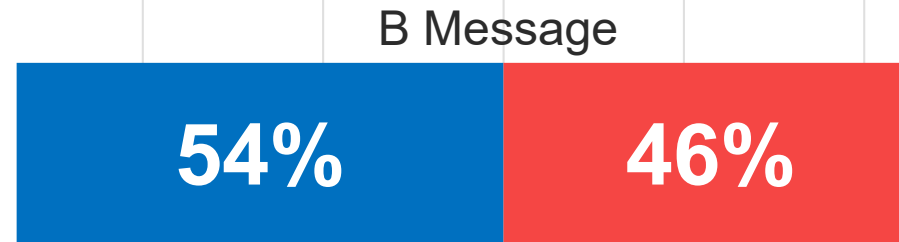
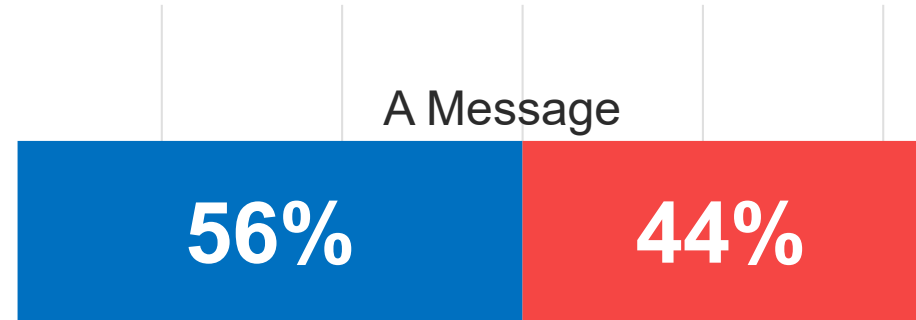
Support for Proposals: Local Access Message

A and B messages show small differences in support among American Voters with both garnering a modest majority in favor of the proposal

Which statement most accurately reflects your opinion:

I would be willing to pay a little more to subsidize internet infrastructure being deployed to those living in areas that otherwise would not have access.

I would be willing to pay a little more for internet access to help internet infrastructure be deployed to those living in areas that otherwise would not have access.



I would not be willing to pay a little more to subsidize internet infrastructure being deployed to those living in areas that otherwise would not have access.

I would not be willing to pay a little more to help internet infrastructure be deployed to those living in areas that otherwise would not have access.

■ Support ■ Oppose

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